

57.05

LIBRARY
OF THE

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVI. NEW YORK, SEPTEMBER 21, 1911.

No. 12



A large corporation with a modern plant write us that they are contemplating advertising and would like to know the best way to do it at the lowest cost, etc., but adds DO NOT SEND A MAN.

This is like a wireless from a vessel asking that some one post the crew as to a desired course, but adding the injunction that no pilot be allowed to visit them. Later, if they got where they wished to be, they might be willing to see a pilot.

What a curious conception of advertising and of an advertising agent's real functions all this evidences. What failure to recognize that conference, confidence and cooperation underlie the most successful advertising.

Our representatives are not hypnotizers. They are qualified to discuss advertising in its relation to modern business problems, but they are as much concerned in finding worthy craft as any craft can be in finding a capable pilot.

We shall be glad to have you write, wire, phone or call.

Philadelphia

New York

Boston

Chicago

Cleveland

Table of Contents

PRINTERS' INK September 14, 1911

September 14, 1911

The National Cash Register Advertising Policy.....	E. D. Gibbs	8
Former Advg. Director, National Cash Register Co.		
Advertising for the Investor's Dollars.....	S. W. Straus	8
Pres't, S. W. Straus & Co.		
How to Avoid Being Fooled by Guarantees.....	S. R. McKelvie	13
Mgr., <i>The Nebraska Farmer</i> .		
Advertising Without Distribution.....	John G. Keplinger	17
Advg. Mgr., Illinois Watch Co.		
Extra Service Equal to Rate Cutting.....	Hugh Wilson	20
Vice-Pres't, McGraw Publishing Co.		
Tackling the Hard Problems of City Building.....	Herbert W. Baker	22
Commissioner, Publicity and Industrial Bureau, Ottawa, Can.		
"The Hopelessness of Advertising".....	Humphrey M. Bourne	26
Advg. Mgr., Liquid Veneer Products.		
It's the News Element that Makes Advertising Read.....	Charles C. Casey	28
How a Bank Can Advertise and Be Glad of It.....	C. L. Chilton, Jr.	31
Advg. Mgr., First National Bank, Montgomery, Ala.		
Uniting to Develop a Market.....	G. D. Cra'n, Jr.	35
Experiences in Circulation Building—III.....	W. Clement Moore	42
How It Pays to Break Custom.....	M. T. Frisbie	46
Advg. Mgr., L. C. Smith & Bros. Typewriter Co.		
Conditions that Foster Free Publicity.....	Crittenden Marriott	65
Advertising for Freight Business.....	Herbert H. Smith	68
Why Public Libraries Should Be Advertised.....	James C. Moffet	70
The Solicitor's Handy Manual.....	Roy W. Johnson	73
Prestige as a Selling-Force.....	Thomas Russell	76
Advg. Consultant, London, Eng.		
How Wise House Policy Develops Confidence.....	R. A. Stacy	81
Advg. Mgr., Peden Iron & Steel Co.		
Editorials	84	
Two Conceptions of Copy—Uniform Rate Cards—On Getting Together—Ads that Brag.		
September Magazines	89	
"Printers' Ink's" Four-Year Record of September Advertising.....	92	
Recent Decisions of Interest to Advertisers.....	94	
The Little Schoolmaster's Classroom.....	98	
Business Going Out.....	108	

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVI. NEW YORK, SEPTEMBER 21, 1911.

No. 12



UNIV. OF MO.
SEP 22 1911
GENERAL LIBRARY

A large corporation with a modern plant write us that they are contemplating advertising and would like to know the best way to do it at the lowest cost, etc., but adds DO NOT SEND A MAN.

This is like a wireless from a vessel asking that some one post the crew as to a desired course, but adding the injunction that no pilot be allowed to visit them. Later, if they got where they wished to be, they might be willing to see a pilot.

What a curious conception of advertising and of an advertising agent's real functions all this evidences. What failure to recognize that conference, confidence and cooperation underlie the most successful advertising.

Our representatives are not hypnotizers. They are qualified to discuss advertising in its relation to modern business problems, but they are as much concerned in finding worthy craft as any craft can be in finding a capable pilot.

We shall be glad to have you write, wire, phone or call.

Philadelphia

New York

Boston

Chicago

Cleveland



Is your advertisement for eyes or for feet?
 Is it always in sight or does it have to be found?
 Does it work constantly day and night or merely for half-an-hour or less?
 Has it equal prominence with other advertisements or is it "buried" by Big Space?

Study this picture and USE CAR CARDS.

We have exclusive control of the card and poster space on the Subway and Elevated lines of New York and are sole agents for all car advertising in Brooklyn. Total DAILY circulation over 3,000,000.

WARD & GOW

50 UNION SQUARE

NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXVI. NEW YORK, SEPTEMBER 21, 1911.

NO. 12

GETTING SELLING QUALITY INTO ADVERTISING ILLUSTRATIONS

HOW THE SMALLEST DETAIL MAY UPSET THE SELLING VALUE OF A PICTURE—TO GET MAXIMUM FORCE IT IS SOMETIMES NECESSARY TO HAVE SEVERAL ARTISTS, EACH A SPECIALIST, PRODUCE ONE PICTURE—COMMERCIAL ART MUST OFTEN EMPHASIZE THE VERY THING ESTHETIC ART WOULD SUBDUE

By *W. L. Larned*,
Art Manager, The Ethridge Company,
New York.

Nothing is of more importance in modern advertising, pictorially, than attention to small details. No matter how beautifully or how gracefully an advertising illustration may be made, no matter the fame of the artist, or the artistic merit of the composite whole, if the little things are wrong, it must fail of its purpose.

You might devote weeks to an oil painting of three well-dressed gentlemen at an elaborate meeting, for a clothing house, but if you fail to put in one of three buttons on a sack suit and twist a lapel an inch out of the way, as designed by the professional cutter, a long, low howl will sound from headquarters.

I am reminded of a telephone call that came over the wire just the other day. The advertising manager of a telephone company voiced this pleasant comment: "I say, what was the matter with the artist who drew that last newspaper telephone design for us of the housewife telephoning her grocer?"

We were compelled to admit ignorance for the moment.

"The housewife was very pretty, the telephone perfect and the background ideal," continued the

voice over the wire, "but it's customary nowadays in this land of the free and the glorious for married women to wear wedding rings—your artist omitted that delicate little detail, and we have received a number of flippant letters on the subject."

Small thing—the omission of a tiny little hoop of gold on a woman's finger—but it hurt that newspaper ad just the same. The advertisement was used later, but a new set of plates was made, and this time the wedding ring played its quite important part.

The demands of the hour, namely, a most critical public, educated up to the best in advertising art, have shown it to be wise to permit more than one craftsman to finish a design. The border is the work of an expert in designing, the lettering by a lettering man, the engines, or boat, or automobiles, or trees, by one who has made these branches a lifelong study.

A very famous old master had all but completed an immense canvas of the battle of Waterloo. He struggled for days over correctness of detail in the hoofs of his horses and how they were shod, and finally hustled out in great haste. A friend demanded where he was going and was amazed when he received this response: "For a blacksmith—he must shoe my horses for me."

The advertiser of a well-known grape juice went through eternal torments for one busy, experimental year until he could find just the man to paint his grapes properly. The artistic merit of figures, the charm of fancy borders, the grace of lettering and type composition could not reconcile Mr. Client to grapes that were not the real thing. Now this artist does practically nothing else, but you can fairly

pick and eat the grapes from the printed page.

Perhaps the bustling, hurried public, or mayhap the equally perturbed agent has no just conception of the infinite amount of pains demanded of the "man who makes the pictures."

I recall the case of a "pan of lard," which aptly illustrates the thought.

In a certain extensive national campaign it was planned to show a dish upon which rested a gleaming white portion of lard. A photograph was taken which did not do justice to the subject; next a drawing was made, and this also fell short. A new photograph was worked over with an air brush and came back "N. G." The client wanted lard that was above reproach. It must have the very "texture" and consistency of pure white lard.

A man was brought from Chicago to do that job, and he first modeled his subject out of clay, photographed it and stippled the highlights in with a miniature brush. He was five days completing his task.

During the absence of the head advertising manager of a large railroad system, an assistant had inserted a five-column newspaper advertisement, three-quarters of which was illustration. The appeal was to cross-continent travelers and people were shown boarding one of the big 'Frisco fliers.

Upon the return of the manager something went off with a report that shook change out of pay envelopes three stories above. "What's the matter with the picture?" demanded the peppery assistant. "Isn't that a dandy picture? Mr. G. did it, and he is one of the best known in his line."

"Oh, the picture is all well enough," was the thunderous response, "but by Heaven! man—that engine he has there is the kind they used for logging forty-seven years ago."

It further developed that the artist had resorted to "scraps" of no recent vintage, never having drawn an engine before. Some

of the replies received from that ad are filed in the "Amusement" Department of the road to-day, and a liberal percentage mildly intimated that they understood why the trip was termed "an excursion."

Women are the most critical of students of advertising. They will detect a false note almost instantly, and it seems to call from them a derision and scorn that defeats completely the purpose of the costly space. Over four hundred letters were sent in to a big knitting mill recently because an advertising illustration pictured a lady darning with the wrong hand. It will be immediately admitted that the moment flaws are found in a piece of publicity its pulling power slumps seventy-five per cent.

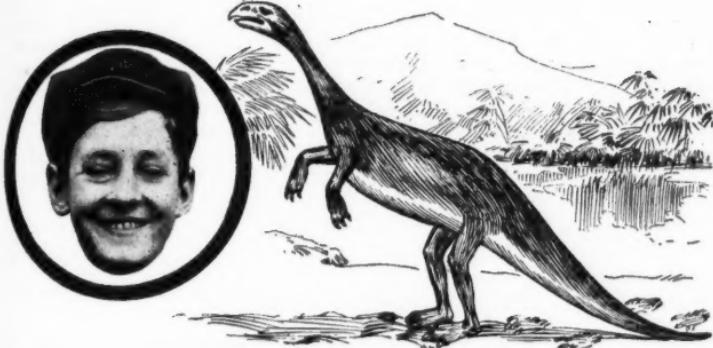
The desire to do little things well is an advertising law all in itself and the labor exercised in such campaigns is worthy of the public's respect.

One art department in New York, to our knowledge, looked not unlike a county fair during the progress of a twenty-four-series order. A seed house had decided to "go in heavy" in farm journals, and if there is a stern critic on the top side of this bright earth, who resents the impossible, the improbable and the incorrect in drawings for *his* personal attention, it is Mr. Farmer.

Potatoes, fruits, stalks of corn, melons, etc., were used as copy, and the display on the art department desks was realistically reminiscent of the bulging, grain-garnished buildings of the perennial fair.

With all this care, one man wrote in and 'lowed he "wouldn't buy no seeds that turned out potatoes that didn't have no eyes." See how vastly important it is to keep a watchful eye ever on the lookout for the "little things"—the apparently insignificant details!

A battle royal was fought among a number of agencies to secure the account of a manufacturer of automobiles. This same account was shunted and punted, finally, from one agency to an-



Early Impressions Endure

Several thousand or million years ago strange, uncouth creatures wandered along the muddy shores of prehistoric lakes.

They left their tracks in the soft ooze.

Today—in blocks of coal and stone—we see those world-old records clear and distinct as the day they were made.

Early impressions endure.

The boy is father of the man.

What the boy learns to-day, he remembers all his life. No after impressions are half so vivid—half so permanent.

Wise advertisers know this, and hundreds of them are telling their story in the 200,000 homes reached through

The American Boy

But The American Boy is more than a paying proposition for the future—it pays NOW. For the boy influences a greater volume of home purchases than many people are aware of. He is a human dynamo—restless, relentless, resourceful.

When he wants a thing he gives no one any peace until he gets it.

The average age of the boy readers of The American Boy is 16 years. Thousands of them are 17, 18, 19 and 20. Numbers of them are earning their own wages, and spending their own money. And ALL of them are GROWING UP as fast as they can to be MEN and have HOMES of their own.

It will pay any advertiser to investigate the possibilities offered through The American Boy. Not only for boys' articles, but for ANY article that is used in the home.

Write for booklet giving the experience of American Boy advertisers. There may be something in it that will help YOUR merchandising problems.

The Sprague Publishing Company

J. COTNER, JR., Secretary-Treasurer, DETROIT, MICH.

H. M. PORTER, Eastern Manager, 1170 Broadway, NEW YORK

other with battledore and shuttlecock rapidity, all because no artist had quite managed to make the wheels of the car as the advertiser thought they should be. It is a sadly heralded truism that there is little or no individuality in about three-fourths of motor-car publicity, either in designs or copy. Freak technique, in the preparation of a drawing, disturbs the man behind the factory. He can't quite understand that it is good business to bury half his patented screws and springs and bolts under the cloak of an artistic shadow. He has watched every one of those gimcracks grow into "selling arguments," and the artistic temperament, which despises detail, is always a matter of profound speculation and wonderment to his practical mind.

But the agency with enough studious forethought to make the artist keep all the bolts and springs and what-nots in plain view, yet treat them in a "*new*" and "*different technique*" finally pulled the fish so far inland that the account couldn't be pried loose with the thigh bone of a cantilever bridge.

The "famous artist" who makes the nobby clothing ad, and who, with quiet deliberation, decides to originate his own two-button styles and ignore the high-priced cutter back in the big factory is the affliction that forces many a worthy handler of accounts into the "Doubtful ward."

More and more and *still more* is the demand recurring for accuracy. A billiard table concern was put out of business last year because an artist with artistic license put carved legs on a little home outfit that really possessed straight oak uprights. When the consumer—that sober and infallible needle of finance—twirls around to prejudice, the game is up. Seven hundred billiard tables were returned to the factory because there were no mahogany legs on billiard tables, as shown in magazine pictures that advertised them.

Nowadays Mr. Advertiser wants to tell the truth about his goods,

in words and in pictures *as well*. People forget a printed statement—but they seldom forget that first vivid impression stamped upon the brain through the eyes. It sort of reminds us of the episode of Home-town, when, after little Willie had been severely reprimanded for eating green apples, his mother said to him, "Don't you remember, Willie, I told you I whipped Sister for doing it?" "Yes, ma'am," said Willie, "but I didn't axually *see* you do it, Mama."

Pick up any popular magazine and glance over the advertising illustrations. You may have missed many of the finer points before. Think of the mass of detail! Whether it be an automobile or a meat chopper, the last little bolt is in place, where it should be. Present-day illustrations are as faithful in that way as the old-time woodcut, when the wood engraver, if he omitted an eyelash, did the whole block over. But the woodcut was neither practical nor artistic to the fullest degree, and magazines go to press long before one of those artisans could do justice to his subject.

This article is a plea for admiration—admiration for the bigness of little things, and of the mental and physical effort daily exercised in the production of advertising art. I hardly think justice is done either the advertiser or the artist—not forgetting the agent.

Simply a "pretty" advertising picture fulfills a meager portion of its real mission. That train must be good enough to pass an engineer, and that three-button sack suit must receive full commendation from the "cutter."

THE "LITTLE THINGS COUNT"

Michael, who attended the semaphore, changed lights from red to green one spring evening and ten cars went over an embankment. When asked why he did it, he said:

"Shure, it wuz St. Patrick's Day, and Oi didn't think a little thing like thot would make ony diffrunce."

But it did!



The Book of the Cloth-of-Gold

has been called the most beautiful sample book of paper ever issued by anybody.

Here is what one correspondent tells us

"The writer fairly gasped when he opened the package containing 'The Book of the Cloth-of-Gold' and absorbed its contents."

The Book of the Cloth-of-Gold
is worth much money to the advertising manager or the printer looking for new and striking suggestions in design and color schemes.

A letter on your business stationery will bring it.
Mention "Printers' Ink."

Advertisers Paper Mills

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building, New York

10 and 11 Wardrobe Chambers, Queen Victoria Street, E. C., London

AS THE RETAILER SEES IT

IMPORTANCE OF GETTING THE RETAILER'S POINT OF VIEW IN NATIONAL SALES AND ADVERTISING WORK—ATTITUDE OF SOME DEALERS ON TRADE-MARKED GOODS—HOW THE ARGUMENT FOR EXCLUSIVE AGENCY IS MET

By S. Roland Hall.

A publisher once got out a publication that intrinsically was well worth twenty-five cents to the class of people for whom it was prepared. And so the price was set at twenty-five cents, and a supply of the publication went out to newsstands—with the return privilege.

A little later a representative of the publisher went around to see how sales were coming along. This representative was somewhat surprised, as other publishers of small experience have been, to discover that the newsdealer had not pushed his best-selling goods out of the way and given preferred position to this new, high-priced, little-in-demand publication. But the newsdealer gave the representative something to think about, in his reply to the question of how sales were going on the new publication:

"Oh, they are not going at all," he said. "Why, man," he continued, as he dug out the little pile at the end of the table, "twenty-five cents is 'way off on a thing like this. Just look at the size of it, and then just look here what a man gets for ten or fifteen cents." He took up copies of the popular magazines and swiftly compared size, illustrative features, etc., with the plain little book marked at twenty-five cents. "It's unheard of," he said finally, "we could never get twenty-five cents for them, but I think at ten it ought to sell fairly well."

The newsstand man in his frank, homely way gave the publisher a valuable point of view. The newsdealer had not gone thoroughly into the merits of the twenty-five-cent publication. He had not read it. He was not enthusiastic over the details, as was the publisher. He was look-

ing at the publication superficially, as the average purchaser would look at it, just as if it were a peck of potatoes, a box of writing paper, or any other piece of goods. The publisher had been too deep into the merits of the thing to look at it from the view-point of the busy dealer or the casual observer. That the newsdealer was right was shown later when the price of the publication was reduced to ten cents.

No place is richer for "laboratory experiments" in advertising than the retailer's place of business. If I may be permitted to refer to personal views, I may say that years ago it seemed to me that the richest field for study, for the advertising man who wants to play a big part in national advertising, is the retail store—where the methods of the salesman who sold to retailers and the methods of the retailer in disposing of goods to the consumer may be studied at first hand. Here is the battleground, the key to the situation for the national advertiser. The retailer has a firm hold on his trade; he is well acquainted with many of his customers and commands their confidence. Whatever the growth of mail-order business may be, the retailer must, of necessity, continue to be the most important link between the manufacturer and the consumer. The jobber may be eliminated in many lines, but never the retailer.

A little oversight of the situation as the retailer sees it may set the entire advertising plan awry. For example: it might be supposed that quarter sizes in collars was a big new feature; and it was, looking at it purely as a selling point and as a matter of better service to the customer. But what a burden it put on the haberdasher of small capital; it compelled him to put about twice as much money in collars, with very little, if any, increase in sales unless he had something of a monopoly of the quarter-size collars. It was very easy for the advertising man to go ahead enthusiastically with his advertising of this new feature in collars and overlook that he had

*When Your Advertising
Agent Says:*

"Vickery & Hill List
and The
American Woman

You may rest assured your copy is placed where it will come in direct contact with *known* mail-order buyers.

Each month you will be reaching 1,250,000 buyers through the Vickery & Hill List—500,000 through the American Woman.

Write today for the free book—"The First Step, or Getting Started Right." Every mail-order advertiser should have it.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
Maine

Flatiron Bldg.
NEW YORK

some tactful, persistent work to do with the retailer.

The advertising manager who fails to read carefully the trade journals covering the line he is advertising and who fails to pump the traveling salesman for information is losing a great opportunity to adapt the publicity campaign to the needs.

We advertising men are prone to look at things from the manufacturer's point of view. Not so very long ago there was a discussion at a retail furniture dealers' convention on the question of whether or not the good-sized retailer was better off to carry trade-marked lines or goods that bore his own name. At first thought it seems to an advertising man that there is no argument except on one side of the question. But wait. A retailer got up and cited an instance. For years he had carried a trade-marked baby carriage. He had the exclusive agency in his town, and he spent considerable money advertising that baby carriage as the best one on the market. For some reason the agency was suddenly transferred to a competitor. Having spent several years educating the public up to the fact that this trade-marked make was the best carriage on the market, the dealer faced the embarrassing situation of having his competitor handle the goods, while he had to get the agency for another article and begin the educational campaign all over again.

A retail clothier recently put up to the writer a plausible argument in favor of the well-established retailer having his own brand of clothing. His argument was, greater confidence on the part of the local public in the name and goods of a clothier that they were familiar with, better control of the product, and better profits. He readily admitted that his argument would not hold good in the case of a small dealer whose business would receive prestige by being advertised as the local agents of a well-established brand of clothing; his contention was for the well-established retail clothier of good size. And this

idea of the big retailer having his own brands was advanced seriously by a leading retail representative at the recent Boston convention.

The writer realizes that the pictures here drawn are observations rather than conclusions. It is not easy to look into such situations and lay down definite conclusions, but at any rate a general conclusion would seem to be obvious—that the national advertiser in laying his plans does well to look zealously after the welfare of the good retailer, to get his view-point, to shape the advertising campaign as far as possible in the retailer's interests, to deal liberally with him, and to protect him. There are plenty of advertisers doing this, but many that are not doing so.

The picking out of the retailer who is to have the sole local agency is a matter of great importance. There are many advertisers who cannot afford to give one retailer the exclusive local right. It is said that the manufacturer of a famous brand of hosiery has regretted many times giving the New York agency to one firm and thus opening the way for the inroads of competitive brands. Consumers would be impressed by the aggressive advertising, but wouldn't take the trouble to go far out of their way to get the particular kind of hose; their own dealer would have a "just-the-same-thing" and that would usually be bought.

Even if a sole local agency cannot be granted, the manufacturer should have his salesman use discretion in making sales. The following was overheard a short time ago in a men's furnishing goods store: "Yes, but you are selling these raincoats to everybody in town, aren't you?"

"No," replied the salesman, "I have sold to S—— Brothers, but after I take your order I am going to get right out of town. We will be well represented, I think, with you two selling the line, and we want you to have the sale."

Not all advertisers could afford to take that stand. The Water-

A Letter from R. Hoe & Co.

R. HOE & CO.

Printing Press, Machine
and Saw Manufacturers
Telephone "1800 Orchard."

Cable Address
"Hoe, New York"

CODES USED:
A. B. C. 5th Edition
Lieber's Standard,
Western Union.

Grand, Sheriff, Broome and
Columbia Streets.
Office, 504-520 Grand St.,
New York.
Also Borough Road, London,
S. E., England.

New York, August 19th, 1911.

Mr. E. A. Grozier,
Publisher the Boston Post,
Boston, Massachusetts:

Dear Sir—In answer to your inquiry, we take pleasure in stating that the Boston Post now possesses the LARGEST NEWSPAPER PRINTING PRESS PLANT in New England, including the LARGEST PRESS in the WORLD.

We take this opportunity of congratulating you upon the successful completion of your new press sub-cellars and sub-sub-cellars.

Your enterprise in excavating lofty and spacious press rooms in tiers of three, one beneath the other, and running therein at fast speed our heaviest newspaper presses, is unprecedented, as far as our information extends.

Your experience is likely to prove very useful to newspapers of large circulation published in the busiest sections of great cities, where real estate values are extremely high and often prohibitive. In this respect, the Boston Post has rendered a signal service to newspaper publishers.

Respectfully yours,



Robert Hoe
President.

PLEASE ADDRESS ALL CORRESPONDENCE TO THE COMPANY

The Boston Post has the Largest Press Plant in New England, because it is REQUIRED to print its Growing Circulation.

**August, 1911, Averages: Daily Post, 359,506;
Sunday Post, 290,856.**

Up-to-Date Advertisers Will Understand

man Pen Company, for example, feels obliged to distribute its goods rather liberally, but its salesmen are armed with the following good argument to appease the retailer:

"Merchandise that is advertised as extensively as ours cannot be confined to exclusive agencies, as by so doing we would restrict the wide distribution that it is necessary to have to make it easy for the public to purchase.

"Of course, we always use the best discretion as to how many merchants there should be selling our line in any locality, also their respective locations. Through many years' experience we are able to assure you that, up to this reasonable number of dealers selling the line, the more Waterman Ideal fountain pens are displayed, advertised and sold, the larger will become the sale, for this is a line that advertises itself. Every pen sold makes new customers and some of these will come to you, though a competitor may have sold the original pen. In other words, the sales are stimulated for all by the interest exerted in the selling of the line. You may be able to get the exclusive agency on some fountain pen, but we believe you will find it to your advantage to sell the pen that is known and consequently in demand. Experience shows that you could sell three or four of the successful kind while endeavoring to induce a customer to purchase one of the other kind for which you might have an exclusive agency.

"Remember in the selling of fountain pens the field is a broad one. Every one who writes is a possible purchaser. By concentrating your efforts on one line, and having that a complete one, you cannot only reduce your investment to a minimum but insure receiving, from the manufacturer of that line, the very best attention and terms.

"You must consider that there is really no severe competition in the selling of Waterman's Ideal fountain pens, because they must be absolutely sold at the same stipulated retail price by every

merchant who stocks them. We require an agreement to that effect, which is privileged by the United States Patent Laws. In this way you are not only assured of your full and legitimate margin of profit at all times, but in that competition in price is eliminated, we, as manufacturers, must maintain the highest perfection of quality, as that becomes the only point of competition with pens of other manufacture. Of course, in selling at the same price as other merchants, it is the best business for you to have a complete stock, well displayed, as buyers will naturally seek the merchant presenting the best assortment. Remember that your profit is *in the pens you sell, not in those you buy.*"

CONVENTION AFTERMATH

The first fall meeting of the Pilgrim Publicity Association was held at the City Club, Boston, September 7. The reports of over thirty chairmen of convention committees were enthusiastically received by the large number of members present. The success of the convention was due to the careful plans made and executed by those committees. The report of the finance committee was especially interesting. It showed that over \$31,000 had been expended to entertain the guests of the P. P. A. and that contributions received were a few dollars more than enough to settle all bills. Messrs. T. S. Bell, George French, Arthur J. Crockett, L. W. Humphrey and Walter E. Anderton were chosen as a committee to nominate the officers for the coming year. Lieutenant-Governor Frothingham was present and spoke of the tremendous impression made by the advertising convention upon the people of Massachusetts.

A QUESTION

A well-known advertising company of New York is sending out a circular letter to prospective customers, stamped across the top with a rubber stamp which says, "This is a circular letter." The advertising manager sends a copy of it to PRINTERS' INK and asks, "Is the ordinary circular letter a false pretense?" He would be interested to know what advertising men think of this idea of labeling it. Perhaps, like other things, "it all depends."

The Chattanooga, Tenn., Jobbers and Wholesale Dealers Association is preparing to advertise Chattanooga as a jobbing center.

Wm. F. Eastman, formerly with *Vogue*, and later with the *Municipal Journal and Engineer*, has taken charge of the Chicago office of *Concrete*.

MORE than \$5,200,000 are spent in five cent pieces annually for the Sunday newspapers, with which on the first Sunday of each month, the American Sunday (Monthly) Magazine is distributed as the leading feature.

This is an evidence of Desire, and Desire satisfied.

Now, if thru the very interest of our columns, we prove ourselves to be a necessity in 2,000,000 homes, don't you Advertisers believe that if we share our columns with you at a reasonable price, that with the proper appeal from you, you can direct many more millions of dollars from these 2,000,000 homes, into your money drawers?

More Than 2,000,000—\$5.00 per line

American Sunday (Monthly) Magazine

Issued with New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner.

W. H. JOHNSON, Advertising Manager

23 East 26th St.,
New York.

511 Security Bldg.,
Chicago, Ill.

Ethridge

ILLUSTRATING



Advertising is neither a mystery nor a miracle; it is a plain business proposition. Don't plunge into it in the belief that it will, by its own power, pull itself through and yield big profits. Count the cost—just as you would if you were building a factory and know just how much you are going to spend, why and how you are going to spend it, and what the reasonably sure result will be. That is the safe way. An American visiting Paris met a friend who had "gone broke." He expressed amazement at the situation, whereupon his friend explained: "You see, I've been traveling according to the instructions in the book 'How to Tour Europe for \$200,' and while it's all right as far as it goes, it don't tell you how to get home."

* * *

The Ethridge Company, New York.

Gentlemen: The finished drawing for our 1912 announcement in the *Saturday Evening*

PRINTING

Post was received and has pleased us very much. We take this opportunity of expressing our appreciation of the effective treatment which your Mr. Wilson has used in making this drawing. We feel that great credit is due yourselves and Mr. Wilson for the highly satisfactory result.

(Extract of letter received from manufacturers of motor cars.)

* * *

Have you got that fall catalog under way yet? Wouldn't it save you a good deal of time and worry to turn it over to a concern that does the whole thing—instead of having artists, engravers, writers, photographers and printers all bothering you. Try it.

* * *

The Ethridge Company.

Gentlemen: If my letter to you of recent date has helped to inspire your art department and pleased you, then I believe the letter accomplished the purpose desired. It affords me great pleasure to do business with your house. Not that you are cheap—oh! no! but that you are good—oh! yes! It is a pleasure to meet men with red blood who think and act with snap and vim. Your shop is chuck full of such vital elements necessary today to make our game succeed.

(Extract from letter received by the Ethridge Co.)

* * *

Shop Talk

COPY

"The Philistine" isn't what a printer would call a "fine" printing job, but you grab for it the moment it comes in. The "Billy Baxter" letters that immortalized Red Raven Splits were printed on cheap stock. If the "Message to Garcia" had been printed on hickory bark or strawboard or wrapping paper it would still have caused everyone who saw it to read it and say good, bully, great, "fine."

It isn't paper or presswork or ink that makes a piece of printing valuable. If the message is important enough the messenger's clothes are not criticized. A piece of printing can be fine without being high priced.

* * *

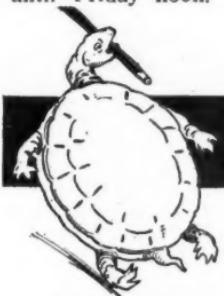
We write booklets, pamphlets, magazine and newspaper copy, dress up catalogues, edit and revise manuscripts and prospectuses, make all kinds of illustrations, print anything printable, and do everything that counts for the advancement, improvement and effectiveness of the printed word.

* * *

Two eighteen-hour trains each way every day between New York and Chicago enable us to furnish the Middle West with Ethridge quality in minimum time. Recently we delivered at 10 o'clock on a Tuesday morning in Chicago eight exquisitely executed wash designs, done in

ENGRAVING

great detail, the order for which was not given our Chicago manager until Friday noon.



Give a snapping turtle the end of your walking-stick to set his iron jaws into and he will cling to it while you turn him over on his back and drag him home, to be prepared for the soup kettle. And yet they say persistence always wins! Keeping everlastingly at doing a wrong thing never wins. Are you going ahead with your advertising, year after year, pocketing a loss or a small profit, with the blind idea that it will all come out right in the end? Better call a consultation — and it might prove an excellent idea to count us in.

The Ethridge Company

**Madison Square North
(25 East 26th St.), New York City**

Telephone 7890 Madison Square

CHICAGO Manager,
A. ROWDEN KING,
21 East Van Buren St.

BOSTON Manager,
HENRY HALE, Jr.,
406 Old South Bldg.

PHILADELPHIA
608 Chestnut St.

Ethridge

ILLUSTRATING



Advertising is neither a mystery nor a miracle; it is a plain business proposition: Don't plunge into it in the belief that it will, by its own power, pull itself through and yield big profits. Count the cost—just as you would if you were building a factory and know just how much you are going to spend, why and how you are going to spend it, and what the reasonably sure result will be. That is the safe way. An American visiting Paris met a friend who had "gone broke." He expressed amazement at the situation, whereupon his friend explained: "You see, I've been traveling according to the instructions in the book 'How to Tour Europe for \$200,' and while it's all right as far as it goes, it don't tell you how to get home."

* * *

The Ethridge Company, New York.

Gentlemen: The finished drawing for our 1912 announcement in the *Saturday Evening*

PRINTING

Post was received and has pleased us very much. We take this opportunity of expressing our appreciation of the effective treatment which your Mr. Wilson has used in making this drawing. We feel that great credit is due yourselves and Mr. Wilson for the highly satisfactory result.

(Extract of letter received from manufacturers of motor cars.)

* * *

Have you got that fall catalog under way yet? Wouldn't it save you a good deal of time and worry to turn it over to a concern that does the whole thing—instead of having artists, engravers, writers, photographers and printers all bothering you. Try it.

* * *

The Ethridge Company.

Gentlemen: If my letter to you of recent date has helped to inspire your art department and pleased you, then I believe the letter accomplished the purpose desired. It affords me great pleasure to do business with your house. Not that you are cheap—oh! no! but that you are good—oh! yes! It is a pleasure to meet men with red blood who think and act with snap and vim. Your shop is chuck full of such vital elements necessary today to make our game succeed.

(Extract from letter received by the Ethridge Co.)

* * *

Shop Talk

COPY

"The Philistine" isn't what a printer would call a "fine" printing job, but you grab for it the moment it comes in. The "Billy Baxter" letters that immortalized Red Raven Splits were printed on cheap stock. If the "Message to Garcia" had been printed on hickory bark or strawboard or wrapping paper it would still have caused everyone who saw it to read it and say good, bully, great, "fine."

It isn't paper or presswork or ink that makes a piece of printing valuable. If the message is important enough the messenger's clothes are not criticized. A piece of printing can be fine without being high priced.

* * *

We write booklets, pamphlets, magazine and newspaper copy, dress up catalogues, edit and revise manuscripts and prospectuses, make all kinds of illustrations, print anything printable, and do everything that counts for the advancement, improvement and effectiveness of the printed word.

* * *

Two eighteen-hour trains each way every day between New York and Chicago enable us to furnish the Middle West with Ethridge quality in minimum time. Recently we delivered at 10 o'clock on a Tuesday morning in Chicago eight exquisitely executed wash designs, done in

ENGRAVING

great detail, the order for which was not given our Chicago manager until Friday noon.



Give a snapping turtle the end of your walking-stick to set his iron jaws into and he will cling to it while you turn him over on his back and drag him home, to be prepared for the soup kettle. And yet they say persistence always wins! Keeping everlastingly at doing a wrong thing never wins. Are you going ahead with your advertising, year after year, pocketing a loss or a small profit, with the blind idea that it will all come out right in the end? Better call a consultation — and it might prove an excellent idea to count us in.

The Ethridge Company

**Madison Square North
(25 East 26th St.), New York City**

Telephone 7890 Madison Square

CHICAGO Manager,
A. ROWDEN KING,
21 East Van Buren St.

BOSTON Manager,
HENRY HALE, Jr.,
406 Old South Bldg.

PHILADELPHIA
608 Chestnut St.

The Breeder's Gazette

THE QUALITY FARM PAPER

The producing capacity per thousand of circulation on any given line of advertising is all that interests the general agent or advertiser. How many inquiries per thousand of circulation bought, or how many sales through the local dealer, can be produced per thousand of circulation, is the vital question. Everything else is a side issue so far as buying space is concerned.

THE BREEDER'S GAZETTE is recognized to-day as the leading journal in its field. It is subscribed for by the best class of people living on their own farms in the richest agricultural districts of the Central West.

You will find in its advertising columns announcements which appeal to every member of the farmer's family, thus proving that it is a welcome visitor every week in the homes of its 80,000 subscribers.

It maintains the highest subscription price of any farm paper published and also secures the highest rate per line per thousand of circulation for its advertising space. The fact that it is able to secure the highest price both for subscriptions and advertising and to show a steadily increasing volume of business in each department every year, is the best evidence that can be offered to any prospective advertiser of its merit as *the quality farm paper*.

Average circulation, thirty-four weeks, ending August 23, 90,108.

Detailed circulation statement furnished on request. Send for our book "The Basis of Prosperity." It is interesting reading and well worthy of the attention of any discriminating advertiser.

THE BREEDER'S GAZETTE
542 S. Dearborn St., Chicago, Ill.

GEORGE W. HERBERT, Incorporated,
Western Representatives,
First National Bank Bldg.,
Chicago, Ill.

WALLACE C. RICHARDSON, Incorporated,
Eastern Representatives,
41 Park Row,
New York City.

HOW SHIRT-WAISTS MIGHT BE ADVERTISED

A TREMENDOUS MARKET THAT HAS HARDLY BEEN SCRATCHED INTO BY ADVERTISING MANUFACTURERS —CAMPAIGN COULD BEGIN IN CERTAIN CITIES IN THE NEWSPAPERS, AND SPREAD AS OCCASION REQUIRED

By J. George Frederick.

America is overwhelmingly a "shirt-waist" country — every woman and every clothing maker knows that.

But where are the nationally known trade-marked waists? They don't exist—yet.

There is not a solitary valid reason for such a condition when you view the situation constructively. All the reasons that explain the absence of a nationally known shirt-waist sound like John Wanamaker's explanation of the absence of a parcels post.

The industry has drifted with the tide. Rather than cope with the powerful department stores and allied buying syndicates (who are main "reasons" for the absence of trade-marked waists) makers have worked in purely customary channels.

The market for waists is as sure as the market for shoes. It is a perfectly established staple—a sister to the man's shirt which is plentifully trade-marked and has several nationally known brands.

There are six million business women in the country, and practically every one of them is a liberal user of shirt-waists. Indeed it has been called the business girl's chief blessing and comfort.

And every other woman wears waists of many kinds—it is a standardized general article of apparel. Although there are now nationally known brands of women's tailored suits and costumes on a par with men's suits, and although even petticoats are branded and nationally known—the waist has never reached this point.

Yet the waist is more easily handled, more readily fitted and

in general a more desirable commodity to trade-mark and advertise than any other textile article of women's apparel. Women have more vanity about the waists they wear, and are more extravagant, perhaps, on this item than almost any other. They lean heavily upon a waist to keep them "dressy."

Waists are even gift articles of wide acceptance and practice—a considerable item in merchandising possibilities. Some women are so addicted to the shirt-waist habit that they seldom appear without one.

It is true that the vogue of "Empire" one-piece gowns and other styles have weaned away many women from shirt-waists, but they come back to them unerringly.

There exist plenty of *trade-marked* shirt-waists. There is even considerable *sectional* distribution for a number of trade-marked brands, and actually national distribution for a number of private brands. A Milwaukee maker has distribution for his brand in five hundred Middle Western stores; while some New York brands have good distribution in the East. The "Forsythe" waist has mail-order and partial distribution.

But for the most part, the retailers "hog" all the good profits in waist-selling, getting them frequently at sweatshop prices from small makers in the loft buildings of New York who live almost from hand to mouth. Swarms of retail buyers come to New York, and through shrewd syndicate operations "entire stocks" are constantly being bought out at "sacrifice prices."

As a consequence there is a host of shirt-waist manufacturers who have all the many business risks of manufacturing and payrolls to meet, who barely make an ordinarily comfortable living. A syndicate will buy for \$15.00 a dozen a job lot of waists that are commonly sold at retail at \$4.00 each, and then, by the vicious comparative price method, make a great ado about them in all the syndicate stores as "\$5.00 and

\$6.00 waists cut down to \$3.79."

This method of selling has never helped the shirt-waist market onward.

Many retailers are disposed to resent the idea of a trade-marked waist, because waists are one of the few lines they like to reserve for the making of fat profits in order to make up on the losses they stand in cutting nationally known and advertised goods of various kinds to entice people into the store. In other words, the reputed brands whose prices they cut are the bait, and such a thing as a nondescript waist is their precious hook with which they hope to even things up. They don't want to lose it,—just as the grocer is loth to lose bulk coffee and tea as balances for his "cuts" on nationally advertised goods.

The self-respecting progressive waist manufacturers should set out to develop a national brand and make it known to consumers; either on their own individual initiative, or else by a merger with strength and backing. There are too many small and poor manufacturers of waists.

Even the East Side tenements swarm with them. They are not "manufacturers"—they are workmen slaving for cut-price stores.

Instead of selling to buying syndicates, and direct to big stores or purely local trade, a live maker of waists should put a good, protectable mark on the waistband of every waist he makes, and start out after national distribution on the modern plan—territorial newspaper campaigning in active co-operation

with a live corps of salesmen.

The exclusive agency plan will quickly come up, and a careful policy in respect to it will be necessary from the start. A plan of action might, with good success, be a "Coronation waist week," for which special occasion the

You Must Come In and See the Lovely Waists

—marked with our name, because we are proud of them and will stand up for them.

At whichever one of the stores named below most convenient to you, you can this week see an almost dazzling array of waists—a private collection of those worn at the recent Coronation in England—also a full line of our trade-marked, warranted waists, shown on New York models especially brought here. This week is

Coronation Waist Week

—everything is here at a standard, full-value price, from an ordinary percale or madras shirtwaist (boxed) at \$1.50, to the finest of lingerie blouses with yokes of French, real Madeira or Swiss embroidery in the most original and artistic patterns conceivable. Lawns, Batistes, plain and fancy Marquisettes, etc. Come in, if only to get ideas!

A Coronation Waist—name on label sewed on waistband—is always, wherever or whenever you buy, the best "bargain"—because it is artistic, conscientious work on good materials, priced fairly and truly.

Every woman who leaves her name and address and waist size will be given this week a set of posters and waists by Harrison Fisher of "The American Shirt-waist Girl."

The Coronation Waist Company

New York

Paris

Chemnitz

AN IMAGINARY CAMPAIGN FOR WAISTS IN NEWSPAPERS—
AD TO BE COMPLETED WITH NAMES AND ADDRESSES
OF LOCAL DEALERS HANDLING THE LINE

maker would agree to furnish window displays and pay for ten dollars' worth of advertising in newspapers for every twenty-five that the retailer spends in stocking up. A booklet entitled "Correct Dress for Women for Every Occasion" might be issued, imprinted with the dealer's name, in which the shirt-waist was given plenty of representation.

A valuable part of the entire propaganda might be a series of drawings by an artist of popular

touch, entitled "The American Shirt-waist Girl." These drawings would quickly be worth their cost by using them in different reproductions—in black-and-white in newspaper ads; in colors on street-car cards, as well as on window and store cards, and reprints on special paper for distribution and framing; also for use in booklets, dealer folders, cutouts, etc.

The local newspaper ads during "Coronation Waist Week" might invite the public to get reprints of the posters at the local dealer's, and high-school girls might be invited to write essays for a prize describing a special exhibition of exceptionally beautiful models (which latter could be moved from city to city), or else on the subject of the "Evolution of Woman's Dress."

The main strategic thing is to give plenty of reasons to dealers for stocking the goods, since that will be the resistance point. The public itself will respond ideally to a nationally known, trademarked waist. It is tired of the cheap goods masquerading as high-grade and going to pieces in the laundry. A standard price will make most women feel relieved, and the general mass will not be long in quitting the delusive "bargain" waists, when a really good article at a fair price is put up.

The campaign should go into territory carefully selected, and move through only such cities as offer good conditions. A mail campaign to dealers in the smaller cities with an offer to advertise, if a certain-sized initial order is placed, will work well, when timed and located to follow the campaigns going on in the bigger cities.

WM. R. FAIRFIELD WITH
WALTON AGENCY

Wm. R. Fairfield, one of the best known men in the advertising world, has entered the agency field and is now associated with the Walton Advertising Agency and Printing Company, Boston. Mr. Fairfield was formerly one of Hearst's managers, advertising manager of the Munsey publications and publisher of the Philadelphia *Evening Times*.

Twenty-fifth Birthday

The Ladies' World was founded twenty-five years ago, and we are going to make

December a Jubilee Number

This will be a big event for the advertiser, as a clean one hundred thousand copies will be issued on a *plus* over and above the regular guarantee of 600,000 copies.

700,000 Copies

will be the issue for this great Jubilee Number (December) and the quality will equal the quantity.

Get in early.

Forms close October 5th.

THE
LADIES WORLD
New York

N. S. M. A. GIFTS TO OFFICERS

At the close of the recent convention of the National Sales Managers Association of America, in Cincinnati, a dinner was held at Chester Park. J. J. Gibson, of the Philadelphia division, after referring in highly complimentary terms to the excellent work of President Howlett in conducting the administration of the association, presented as a token of the esteem and appreciation from the various divisions of the national association an elaborate opal and diamond scarfpin.

A. L. Hall, of the San Francisco division, voiced the appreciation of the various divisions of the national association for the services rendered by National Secretary J. C. Van Doorn, presenting him with a Verithin gold watch with fob.

RECENT INCORPORATIONS

The Glen Buck Company, of Chicago, has been incorporated with a capital stock of \$25,000; to do a general advertising; incorporators, Glen Buck, Francis Johnson and M. D. Fishberry.

The Roy D. Buckley Company has been incorporated at Indianapolis, Ind., to do a general advertising business. The incorporators are: R. D. Buckley, D. R. Murray and H. A. Fenton.

NEW AD CLUB

"The Ad Men's Club, of Lynchburg, Va.," was formed September 11. Secretary Mayfield, of the Chamber of Commerce, presided. R. Winston Hervey, who has been active in promoting the plan for an organization, was elected president. John Victor was elected vice-president, and E. H. Mayfield, secretary-treasurer. The club voted to affiliate with the Associated Advertising Clubs of America.

A SIXTY-YEAR STANDARD

The New York *Times* of September 18 issued a section celebrating its sixtieth anniversary. An interesting feature of that section is the fact that the only advertisements are those of houses which themselves have been in existence sixty years or more.

PROCTER & COLLIER AGENCY
OPENS NEW YORK OFFICE

The agency of Procter & Collier, which has been operating in Cincinnati since 1882, has just opened at New York a branch at 16 East Thirty-third street. Allen Collier is president of the firm.

Public playgrounds and advertising were discussed before the St. Joseph, Mo., Ad Club September 6 by Joe Mitchell Chapple, of Boston, editor of the *National Magazine*, and T. R. Creed, of Orange, N. J., manufacturer of elastic goods.

UPHOLDS BIG SPACES

R. R. Shuman, advertising man of Chicago, and Henry S. Bunting, editor of the *Novelty News*, of Chicago, were speakers at a monthly meeting and dinner of the Ad-Sell league at South Bend, September 8th. The league meeting was the first of the season, sessions having been dispensed with during the summer months.

The value of trade paper advertising and the use of large space were touched on by Mr. Shuman. He recited several instances where advertising campaigns had been failures because too many mediums were used, but had been turned into successful ones by limiting the number of papers and increasing the space used.

"An advertiser I know," said Mr. Shuman, "spread 600 posters in Chicago but he used big spaces. He soon had the public talking, as it was under the impression that he was using space on thousands of boards. This same rule applies to the advertiser in the newspapers. By using large space he will rivet the attention of the purchaser and his advertising will be effective."

"The idea of competition is old," he said. "The merchant or manufacturer should not bother with his competitor, but should go direct to the consumer. If his idea is worth anything his competitor knows all about it before he places it on the market. If the competitor doesn't know about it, he isn't worth fooling with. The merchant should remember that while he has ten competitors to deal with he has 10,000 people waiting to purchase his goods."

Henry S. Bunting spoke on the relation of novelties as supplementary to an advertising programme. He said that while advertising appealed to the reason, the novelty appealed to the heart and could be used to increase the value of newspaper advertising.

THE EVER-READY REMINDER

THE WELCH GRAPE JUICE CO.
WESTFIELD, N. Y., Sept. 11, 1911.
Editor of PRINTERS' INK:

While reading the August 31 issue of PRINTERS' INK, which, by the way, about the most valuable issue that I have ever read on account of the first two articles, I noticed Mr. Clarence Dankmeyer's contribution inspired by the phrase "Whenever you see an arrow think of Coca-Cola."

This brought to mind a street-car card which I saw in Detroit a few days ago, a card of the Goebel Brewing Company, which read something like this:

"Whenever you see a phone sign of 669 and telephone for a case of Goebel Beer to be sent to your home."

Evidently the Goebel people expect their customers to "get the habit."

EDGAR T. WELCH.

Postmaster-General Hitchcock estimates a saving to the Government of \$2,000,000 annually through newly initiated reform of having periodicals carried by fast freight.

Coca-Cola is Convinced Our Farm Papers Pay

"—We have had a number of opportunities to judge
"the pulling power of the agricultural press, because
"we have inserted from time to time, Coca-Cola copy
"courting a reply, and these replies have come in
"in such goodly numbers that we are firm in the *conviction*
"that your readers pay attention to our copy, and we
"believe that if they *read* what we say, some of them
"will buy what our client offers. You will get *your*
"share of next year's business—which will be larger.

"Yours very truly,
"D'Arcy Advertising Co.,
"(Signed) W. C. D'Arcy."

Mind you, it was mainly publicity copy—yet it brought replies.
Write for names and testimonials of other general advertisers
who have proved the selling power of

The ORANGE JUDD WEEKLIES

the acknowledged leaders of the weekly farm press. Many
advertisers, selling through dealers, have traced sales, made by
increased demand from their country dealers, through their adver-
tising in these publications. That's why we carry the largest
general, as well as agricultural, advertisers. They know, by
experience, that the 425,000 live farmers and their families—who
make up the subscription list of the ORANGE JUDD WEEKLIES
—are making and spending money, buying "advertised goods"
from their dealers, as well as direct by mail.

The ORANGE JUDD WEEKLIES really comprise four sectional farm papers—
carefully edited for the localities where they circulate—with the added advantage of being
national. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Cen-
tral West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There
is *purchasing power* in this circulation. *Address nearest office for sample copies.*

Orange Judd Company

Western Office:

1209 Peoples Gas Bldg., Chicago, Ill.
335 Palace Bldg., Minneapolis, Minn.

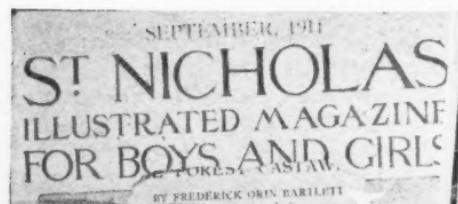
Headquarters:

315 FOURTH AVE.
NEW YORK

Eastern Office:

1-57 W. Worthington St.
Springfield, Mass.

HUMAN HEARTS ARE THE WAYS TO THE RED BOOK MA REACHES THEM ALL BY ITSELF



THE LADIES' HOME JOURNAL

And What it Did for Me
By Clara E. Laughlin, Author of

THE RED BOOK MAGAZINE

EDITED BY KARL EDWIN HARRIMAN

CONTENTS FOR OCTOBER, 1911

COVER DESIGN	Patrol by Malcolm Stuart
PHOTOGRAPHIC ART STUDIES	How to Make a Photocopy
FRONTPRINT	Brown by Edmund Frederick
To Come—The Fall Edition—1911	
THE FURNACE	Frederick Orin Bartfield
THE STORY OF A TRIAL BY FIRE	Clara E. Laughlin
BILL JOE	Robert Adger Bowes
IT WAS TO SAVE SLUM KIDS	Susanna MacManus
THE HOUSE AT THE CROSS-ROADS	Mary Weston Verney
THE GREAT SURGEON'S LAST CASE	Ella Parker Butler
EVERYONE'S QUIET	Elton Train
A DONOR'S MEMORY STORY	Meville Chester
PELLETIER, THE UNASHAMED	Rudolf Schulte
PANSY MAE MAKES A CONQUEST	James G. Curwood
THE UNITED STATES LIVERY	Ruth Keisman
IT IS FOR AMERICAN CONSULS ABROAD	Walter Jones
AN UNHAPPY COUPLE	Dave King
A BATH-ROOM ADVENTURE	Alfred Henry Lewis
THE RECRUIT	Mary Imray Taylor
HE FINDS HIS PLACE AT LAST	Louis V. de Fee
IN WRONG	
THE GREAT NEW YORK SWINDLE	
THE MAN WHO GOT AWAY	
HE IS PAID IN HIS OWN COIN	
THE FATAL EXCUSE	
THE SUPREME LOVE TEST	
WHAT A MAN WOULD BE MARRIED	
SALVAGE	
CARMICHAEL OF THE MOVING PICTURES	
THE REGENERATION OF ELIJAH'S LOVE	
A HAGUE PEACE DELEGATE CHANGES HEART	
THE ROBBER ON THE RIVER BANK	
INSPECTOR DARK TAKES A HAND	
THE MAGIC TEETH	
THEY BITE DEEP INTO FATE	
ON WITH THE PLAY	
THE DAWN OF A NEW THEATRICAL SEASON	

Copyright, 1911, by The Red Book Corporation. Printed in America. Published monthly.

TERMS: \$1.00 per year in advance. Single copies 10 cents. Postage extra. Address all correspondence to The Red Book Corporation, 100 Fifth Avenue, New York. Subscriptions can be renewed at any time. Back numbers can be supplied if the issue is still in print. The Red Book Corporation reserves the right to accept or reject any subscription. The Red Book Magazine is issued on the theory that it should be a magazine for women, and as such is not to all publications after that logic.

In the event of failure in delivery of a number, or non-receipt of a copy, a notice to the publishers will be appreciated.

THE RED BOOK CORPORATION, Publishers, Hayworth Building, CHICAGO
LOUIS K. SPURGEON, President CHARLES M. RUYTER, Business Manager

225 Fifth Avenue, New York City. Advertising Manager, 100 Fifth Avenue, Building, New York. London OFFICES, 1 Haymarket, Covent Garden, London, W.C. Entered as second-class matter April 21, 1911, at the post office of Chicago, Illinois, under the Act of Congress of March 3, 1879.



ITS ARE ALIKE—

THEM VARY.

MAGAZINE

BY IT WIDE RANGE OF CONTENTS.



THE N. C. R. ADVERTISING METHODS

THE RETURN CARD IN SOME FORM HAS BEEN USED STEADILY FOR TWENTY YEARS—INCREASING INTEREST BY TALKING SOME ABOUT THE PROSPECT'S BUSINESS—STICKING TO OLD METHODS THAT WORKED

By E. D. Gibbs,

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Co.

Nearly every piece of printed matter that the National Cash Register Company issues contains a return card. This applies to booklets as well as circulars and journals. The booklets have return cards pasted or stitched in them so that they will not fall out. These return cards usually say, "I am interested in learning more about a cash register suitable for this business. Please send further particulars. It is understood that I am under no obligation to purchase." This reading matter varies a little, but in the main, it is correct.

Now, what the company wants and always has wanted is to get a man to write back. That's what we all expect when we inclose return cards. To make it easy for a man to do this they have tried many plans.

The plan of offering a one-cent stamp on each card was tried. Too expensive—impossible to continue that when an edition ran up to one million, as it often did.

They tried an addressed envelope with a part of the journal arranged as a coupon. But the addressed envelope didn't make much of it, and that, too, was abandoned.

Years ago I myself tried the plan of telling the merchant to put a two-cent stamp on the card, figuring that very few storekeepers would have one-cent stamps on hand, whereas practically all storekeepers carried a few two-cent stamps. This actually almost doubled the returns at that time, but the plan was discontinued.

Finally the plain, simple card with a place for the stamp was used in all printed matter, and that is the form in which it is employed to-day.

I am not going to explain the method of filing and caring for these return cards—that is a detail which is unimportant. But I want to emphasize the value placed upon these cards by N. C. R. agents.

Any business man knows that a *request to call* equals any number of solicitations. It gets a man past the private door. It is a letter of introduction from a prospect to himself.

The N. C. R. man realizes this and is overjoyed when a merchant asks to see him or hear from him per the little return card which Uncle Sam has delivered. He knows that the merchant who sends the card must be interested, otherwise he would not have sent it. It is not like a request for a catalogue or some other piece of printed matter. It says he wants "further information." So you see how valuable such a card is to the N. C. R. representative. "How many return cards?" is a question frequently heard at the Dayton plant.

I have before me a copy of one of the first "*Hustlers*" issued by the company, also a copy of one of the latest journals. The first bears date of June, 1891; the latter is dated September 2, 1911. Just twenty years' difference. Yet in one part of this latest issue appears a department that was a part of the first issue, and which has been featured by the N. C. R. Company from the very first—a *Clerk's Corner*. This Clerk's Corner is one of the things that made the original "*Hustler*" of such great pulling power. In 1890 there was not much attention paid to educating clerks in how to wait on customers, so as to secure and retain their patronage. Publishers did not go in for that sort of thing. But the N. C. R. did. They have kept it up for twenty years and more.

Here is what they published on September 2, 1911:

What One Advertisement in "The South's Greatest Newspaper" Brought About

C. L. WALKER, President.

C. P. SHUMATE, Secretary.

The Commercial Club

(Incorporated)

**75 PER CENT
GAIN IN POPULATION
SINCE 1900** **HICKMAN, KENTUCKY** **"25,000 POPULATION
BY 1912"**
OUR SLOGAN

"Fastest Growing City South of the Ohio River"THE COMMERCIAL APPEAL,
Memphis, Tenn.

Sept. 4th, 1911.

Gentlemen:

We believe in giving credit where credit is due and in placing flowers in the hands of the living, rather than on the bier of the dead.

On Sunday, April 2nd, there appeared in The Commercial Appeal a two-page article announcing the many advantages and resources of Hickman, Ky. This was five months ago and hardly a day has passed since the publishing of that article in The Commercial Appeal that we have not heard from it, either by mail or from personal visits to Hickman.

Through its influence we have located a large hoop factory on the east side of the city, the owners coming from Arkansas. They will employ forty to fifty men.

The Kentucky Farmers' Tobacco Co., with a capital of \$250,000.00, and one of the largest independent tobacco factories in the United States, has also been attracted to Hickman and will soon have their buildings erected in East Hickman. This means another large force of men.

The Kentucky Southwestern Electric Railway, Light and Power Co., about four weeks ago sent its representatives here to begin its investigation of the conditions in this section first. Since their report a \$500,000.00 corporation has been chartered, from Indianapolis, Ind., to build an inter-urban line from Hickman to Henderson, Ky. The promoters were first attracted to Hickman, so they informed us, by The Commercial Appeal article.

One merchant from Central Kentucky and two from West Tennessee, after reading that article, came here to investigate and were not a day in deciding to move to Hickman. Three other mercantile concerns have also been attracted here by the same reason and were forced to abandon the move for the present for the lack of available business houses and homes until more can be built.

Two large wood-working plants, a machine shop and foundry, a vitrified brick factory, a straw-board factory, a flouring mill, an oil mill, a shoe factory and an overall factory have all had representatives here in the past few weeks, investigating Hickman as a location for their plants, and we have had most favorable reports from them all.

Six out of these nine informed us that The Commercial Appeal was responsible for their interest in Hickman.

Investors from no less than seven Southern states and three Northern states have come here in direct response to that article and invested in lots in the beautiful Industrial League Addition.

It would be impossible to estimate the wonderful benefits this city and community have realized from your article in the way of enhancement in value of real estate of all kinds and the industrial development of Hickman, Ky., and these benefits are lasting.

It will no doubt be gratifying to you to know the feeling of appreciation our people hold for The Commercial Appeal for this write-up.

We consider that it has no superior and few equals in the journalistic field.

Fishing and hunting season on the famous Reelfoot Lake will open very soon and you know the class of sport that furnishes, and now, as a very feeble evidence of our appreciation of The Commercial Appeal and the great benefactor it has been to our little city, we want to extend to every member of its staff a most cordial standing invitation to visit us as our personal guest and enjoy a season of real sport. Our latch string is on the outside.

Sincerely yours,

C. P. SHUMATE, Sec'y.



THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Building, New York Tribune Building, Chicago
Chemical Building, St. Louis

CLERK'S CORNER

Be polite to everybody. It pays. Be sure that the children customers are treated with consideration and given as good attention as the older customers.

Always see that stock is displayed in the most attractive way. A piece of goods well displayed is a great help in the sale of it.

See that the walks in front of the store are kept clear and clean. A littered-up sidewalk is a bad advertisement for the store.

Keep your eye open for good window suggestions. A pleasing window display catches the eye and often brings a good customer.

Don't wait for the customer to come to you. Advance to meet him.

Every customer you wait upon is an opportunity for you to make good in your employer's estimation.

Then they had a "Hints to Storekeepers'" column, giving practical ideas on how to operate a store. Another feature was the "Window Display Department." Also very valuable and greatly appreciated. Why, we used to get about as many letters thanking us for the useful hints in those departments as we did about cash registers. The president's idea of the Clerk's Corner was to train the clerks in methods of order, to show them how to advance.

to teach them business system, then you see when the clerks went into business for themselves they saw the necessity for using cash registers because by that time they had acquired systematic ideas of operating a store, and this information came from the departments in the "*Hustler*." It seemed like a little thing to do, but the publication of those articles month after month, year after year did as much to help the N. C. R. business as the best and strongest advertisements they ever published.

So that is why you will find these same departments in the N. C. R. advertising of the present day.

Sometimes we advertising men, in our constant rush for the new, are forgetful of the old. We often look with disdain upon the

old standbys—the old arguments, the old methods. Mr. T. J. Watson, the present efficient sales manager of the N. C. R. Company, thought of this the other day when he spoke to a convention of District Managers as follows:

"We have a lot of these old-time arguments. These old arguments are what built these buildings around here. We want to keep right on using them. The proposition of increasing the efficiency of the selling force resolves itself down to holding conventions and taking these things up; reviving old arguments."

At the same meeting Mr. Cool,

District Managers Laying Plans For A Huge Sales Record



PLANNING FOR BIGGER SALES—"BETTER USE OF COMPANY'S ADVERTISING"

district manager, brought out the point that one of the greatest mistakes the average salesman makes is his failure to analyze. He said, "They make a statement but do not analyze it at all. They use hackneyed phrases, such as, 'it will save you money.' They think that the other fellow knows all that they are thinking of when they say it. They don't show him *how* it will save him money in any way."

Mr. Watson then said: "That is exactly what Mr. Patterson has been trying to teach us for years; just that one thing. The value of analyzing and explaining what was meant when a statement is made."

Mr. Watson explained in detail what a great interest Mr. Patterson had taken in the advertis-

ing up to the time he left for Europe, and suggested to the district managers that they impress upon their sales agents that the advertising the company is sending out at the present time is the result of more work and harder work on the part of the president than any advertising that has been done in years.

It has always been the custom of the company to train the salesmen to make effective use of all advertising material issued. This seems to be a *new* idea with many other concerns as no later than last spring I attended a big meeting of sales managers where the chief topic for discussion was "How can we teach salesmen to understand and make better use of the advertising issued by the company we represent?"

The N. C. R. Company has always been strong on this. It was one of the chief subjects of the District Managers' Convention, as witness this item clipped from a recent publication:

A discussion of the N. C. R. Weekly

followed, and a report was submitted to the district manager, showing what agents had taken advantage of the different issues of the Weekly and had them mailed to their "Hustler" list. The fact that not enough sales agents take advantage of the opportunity to increase their sales offered by the company's advertising was apparent to every district manager after seeing this report, and it was agreed that the sales agents be impressed with the importance of co-operating with the company in a closer way as far as advertising is concerned.

It isn't fair to the other agents who are getting good business regularly each month to have a few sales agents who do not work properly hold down the entire district. The basis on which an agent is judged is the Hundred Point Club standard. The company is doing all in its power to train sales agents along the right line, to educate new men properly in the business and give every assistance to the men in the field. In return they have a right to expect an agent to produce the proper amount of business from his territory. "We are not going to listen to talk about territories being poor. Wherever merchants are, cash registers can be sold," said Mr. Watson. The matter of salesmen is of vital importance, and more attention must be paid in future to the kind of men who are secured for the selling organization.

After a new man is educated and appointed as assistant to a sales agent, that sales agent must watch him and

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

help him in every way to know this business properly. Many of the sales agents have not been giving this matter the attention it demands. "It costs the National Cash Register Company \$500 to put a man through the Agents' Training Class, and we insist that the sales agents treat us fairly in the matter," said Sales Manager Watson.

Arrangements are now under way to print this N. C. R. journal in colors, a huge multi-color press having been contracted for. This shows what the N. C. R. Company thinks of its journal for storekeepers. The lesson that other manufacturers operating along similar lines can learn from this experience of the N. C. R. Company is that:

It pays to go direct to the prospect.

It pays to do this persistently and at fairly frequent intervals.

It pays to inclose a return card to make it easy for the prospect to get in touch with you.

It pays to sometimes talk about *his* business, and not always about your own. This is shown by the success of the Clerks' and Storekeepers' Departments.

An important journal of far-reaching influence was one that, because of the growth of the business, has been discontinued. It was called *The N. C. R.* and was formerly the size of a foolscap sheet, but quickly copied PRINTERS' INK and acknowledged its indebtedness to that journal by designating itself as "one of PRINTERS' INK's babies." It adopted the size and general make up of the Little Schoolmaster and many times had a good word to say for its parent. This journal contained factory news, health notes, speeches by distinguished visitors, welfare items, foreign items, reports of trips made by officers and employees, articles of physical culture, club notices, reports of educational work done by the company, personal items about employees and agents, all fully illustrated. Illustrations always have played a large part in every kind of advertising done by the N. C. R.

This journal, *The N. C. R.*, was so popular that it had a large circulation, beyond the immediate employees of the company? Mr.

Patterson sent it to every United States consulate in the world, and hundreds of large manufacturing concerns received it regularly. But, alas, when it finally grew too hard to manage, the publication ceased, and now it is only a memory—but a mighty pleasant one.

(To be continued)

A BELIEVER IN PUBLICITY

President Richards, of the Boston Consolidated Gas Company, is quoted in the Boston *Sunday Globe*: "When I was in the tobacco trade, President Duke, of American Tobacco, said he would hang my hide on the fence; the next year we paid a 60 per cent dividend. The trust bought us out and offered me a yearly bonus to stay out of the business. When I went into the trolley business in Boston suburbs, experienced men said I couldn't raise the fare, as was imperative; but I acquainted the people in forty places with all the facts, showing the fare would have to be made six cents to prevent bankruptcy, and when they understood they made no objection. There is no reason why a traction or light company should not be as much trusted as a dry goods store; both are marketing merchandise. In the gas company we began to do all things required, and more, and publicly invited complaints—to prove good faith and please our patrons. Complaints have almost ceased. Improvements to October 1 last cost us \$3,376,366, and gas sales increased sixty-four per cent, now saving the public \$800,000 a year; we have increased dividends two per cent and cut the price twenty cents, and have 700 of our 800 employees as profit-sharing stockholders. We no longer employ lobbyists. The public is willing that public service corporations receive a reasonable return when it understands the facts. I am an advocate of publicity, and am glad to give any information the public desires about corporations with which I am connected."

A NEW HOUSE ORGAN

The Fortnightly is the name of a new house organ issued by Sulzberger & Sons Company, Chicago. It is edited by B. H. Blockson, the advertising manager. One of the features is a statement that every employee is allowed to contribute anything he chooses, and if he has anything to give, it will be printed. It is designed to be a medium of exchange of ideas between the scattered portions of the business.

HAVERHILL PLANNING AD CLUB

Robert E. Kelley, of the firm of Kelley & St. Onge, Haverhill, Mass., is promoting the formation of a local advertising club, which is to be affiliated with the national association.



Proved Performance

Only *farm owners* will buy Silos, Water and Lighting Plants, Paint and Trees; only *big farmers* will buy expensive Haying Machinery, Stationary Gasoline Engines and Traction Engines; only *good farmers* will buy high-priced, *pure-bred Live Stock*; only *rich farmers* will buy Land at \$100.00 to \$150.00 per acre, and Automobiles costing \$1500.00 to \$2500.00.

This space is too small to tell all that Kansas farmers are buying, but it is big enough to say that on the lines above noted, as well as on others,

Kansas Farmer

is the *best* paying medium in Kansas

It is the **QUALITY** farm paper of the state.

Anyone can say for his paper, "best" this, that and the other. But when it comes to proof—that's another story.

While we are saying "best," we expect to be called on for the *proof* to make good the statement.

We have it—ask us.

On the lines we mention above, as well as on others, *Kansas Farmer* leads all other Kansas farm papers carrying the same business, at the same time, as much as *five to one*, irrespective of rate or circulation.

At 25c an agate line; \$150.00 per page (784 lines), based on over 52,000 circulation per week, proven value (over 46,000 in Kansas alone), Kansas Farmer is the leader in its territory.

Either of the undersigned will answer questions and furnish proof.

KANSAS FARMER
Topeka, Kansas

GEO. W. HERBERT, Inc.
600 First National Bank Bldg.
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.
41 Park Row
NEW YORK CITY

Member Standard Farm Paper Association

When a newspaper can build up a great circulation and go on gaining year after year simply on its merits as a newspaper without the use of premium schemes, popularity contests, etc., it proves that the paper has merit. It is wanted for its news.

The Syracuse Post-Standard

does not use schemes to get its circulation. Its growth has been steady, healthy and consistent. It has regularly gained about 3,000 copies per year for several years past, and it is keeping steadily at it. During August the figures show

44,844 Net Paid Daily

This sort of circulation brings results to advertisers. It is for this reason that the POST-STANDARD carries more advertising at from 25% to 200% higher rates than paid other Syracuse papers.

PAUL BLOCK, Inc.

Advertising Managers

250 Fifth Ave.
New York.

Steger Bldg.
Chicago.

HOW ADVERTISING AND SALES DEPARTMENTS CAN CO-OPERATE

THERE IS STILL GREAT NEED FOR FOLLOWING UP ADVERTISING MORE INTELLIGENTLY—A WORK FOR THE HEAD OF A CONCERN TO LINK THE TWO DEPARTMENTS MORE CLOSELY TOGETHER—FROM AN ADDRESS BEFORE ADVERTISING ASSOCIATION OF SAN FRANCISCO

*By George F. Eberhard,
President and Sales Director, Geo. F. Eberhard Company, San Francisco.*

We all agree that there exists in most organizations—even the much eulogized big ones—an amazing lack of practical co-operation and a surprising waste of opportunities on the part of both the sales and advertising departments.

If any one doubts this—try to purchase in your neighborhood some of the products, particularly those of the advertisers who have recently started big advertising campaigns.

When the co-operation between the two departments is very lax and loosely knit, it means that it is a serious menace to the success of any advertising expenditure whether made by a manufacturer or retail distributor.

The principal cause for lack of efficient co-operation between the average sales and advertising departments is a direct result of the inability of the American business director to grasp the value of supplementing the expenditure of advertising funds through various mediums with a liberal appropriation to fortify and follow it up in an endeavor to get full value from the advertisements.

It is a narrow-gauge policy that spoils or makes very costly most advertising campaigns.

The preliminary work is usually skimped—and where the best thought and effort should be expended lavishly in planning and getting started right, the preliminary effort outside of the preparation of copy and selection of media is usually entrusted to

the lowest paid employees and at the best is perfunctorily performed and considered.

Consider the various advertising media such as the newspapers, magazines, street cars and billboards in any combination and the vital thing is to have distribution and display completed as far as possible before and finished as soon after the big money is spent to persuade the ultimate consumer to buy.

The product, copy, ways, means, literature, territory, trade, finance, facilities and the rest are not weighed carefully enough as a rule; again advertising men do not go far enough afield for ideas and criticism.

Before the copy is run it should be capitalized to the trade. Full particulars should be in the salesmen's hands backed by a detailed explanation of why it is being done—the hope and object of every advertisement both as to message and effect.

The salesmen, their samples, selling arguments, and trips fit in with the plan.

The trade should be favorably inclined in advance—supplementary window displays, painted signs, electric signs, or whatever is utilized should be explained, planned and promoted so that every one knows how to do his part to bring the returns.

When information is given salesmen, it should be truthful, detailed, plain and neatly presented.

Photographs, samples of advertisements, street-car cards, etc., should be mounted and bound in the best fashion to favorably impress the salesmen and the trade.

All small advertising signs, indoor and outside display material or fixtures should be put out by salesmen or special men and not sent out with goods or by mail or express when a product is being placed with the trade.

The point is not what the advertising costs, but does it carry the message to the right prospects in a way to help get results and how long will it last or be displayed?

Every buyer, manager and clerk

St. Louis Local Advertising Comparisons

Here are the official figures on local commercial advertising carried by all the St. Louis newspapers during July and August.

JULY

	Columns
ST. LOUIS TIMES.....	846
Post-Dispatch	391
Globe Democrat.....	525
Star-Chronicle	512
Republic	399

AUGUST

	Columns
ST. LOUIS TIMES.....	961
Post-Dispatch	370
Globe Democrat.....	401
Star-Chronicle	507
Republic	344

The Foreign advertising department of the Times shows the same remarkable gains, but the local figures are significant, showing how the Local St. Louis merchant regards the St. Louis papers.

We have the comparative figures day by day of the above on file, and will gladly send a copy to anyone interested.

PAUL BLOCK, Inc.

Managers Foreign Advertising.
250 Fifth Ave. Steger Bldg.
New York. Chicago.

should be educated by mail and word of mouth to know and believe in your product, plan and success.

Where a retail store is advertising its general line, service, specialty or the product of some advertiser, the clerks should be lectured and otherwise made to understand what each advertisement is expected to accomplish, whom and where it will reach and how they are to utilize it in making sales.

The securing and using of only such information as is necessary from salesmen and specialty men is vital to both the sales and advertising departments and should be analyzed and planned in advance in the light of common sense and the experience of others.

Most reports are wasted owing to being placed in the hands of inexperienced employees or neglected altogether except for circularizing, and as circulars are legion the returns are little. To use reports rightly calls for brains and care and is a big selling force if done rightly.

All sales managers and assistants should be schooled somewhat as advertising men, in addition to having actual, unupholstered sales experience. Advertising managers and assistants should be schooled in actual advertising work as well as theory; and to be forced for a good period to try to sell like a real salesman means a balancing and maturing of the centers of perception and appreciation of each part of the work to be done.

All sales directors or directing heads should have experience; or, lacking that, intelligence enough to try to do some of the actual fundamental work in the advertising, selling, manufacturing and other divisions so as to "know" something outside of that their O.K. is necessary and that the business can and has to afford them.

If concerns have balanced and experienced management, their plans and methods show it. Success is not only surer, but less destructive mentally and physical-

ly to all identified with the enterprise.

This last thought is of more importance than big financial success in making a business worth while, for the average life is but too short to just dig, grind for the dollars and win them by sheer force as has been the case in many so-called successful concerns.

The problem of co-operation of the two vital departments that make for the distribution of merchandising is one that calls for best thought of all concerned.

CIRCUMSTANTIAL EVIDENCE SUPPLIED BY "PRINTERS' INK"

NEW ROCHELLE, N. Y., Sept. 16, 1911.

Editor of PRINTERS' INK:

Some trades have earmarks by which they are instantly recognized. I had been wondering about mine—whether I was recognized as an advertising man by a hunted look, or what—when a friend cleared the matter up by sending me this. I assure you that part of it is a wicked slander:

AN UNPUBLISHED HOLMES ADVENTURE
"What do you make of him?" I asked anxiously.

Sherlock Holmes gazed intently at the man two seats ahead of us. As he faced us, we had an excellent opportunity to study his appearance.

"Not much," replied Holmes. "Aside from the fact that he rides regularly on this train (he has a commutation ticket in his hand); that he is married (the third button on his coat is not quite a mate); that he lives in a boarding house (he is munching peanuts, though it is five o'clock); that he is both rich and frugal (his shoes are made to order, while his suit is ready-made); and that he is an advertiser (he has a copy of PRINTERS' INK in his pocket); I can deduce nothing."

Then the great detective turned his eyes toward the flying landscape which was already fast disappearing in the fog.

ROLAND DAGGETT.

GOVERNMENT ASKS FOR CIRCULATION DATA

The Hon. William A. Ashbrook, chairman of the committee on expenditures in the Post-office Department, has mailed a request to publishers for information regarding circulation that will "aid Congress to reach the most accurate conclusions on the subject of postage rates."

Following are the most important questions: Average number of copies per issue; average number of copies per pound; total weight for fiscal year ending June 30, 1911; number of pounds, same period as above, delivered by publisher's own carrier, by freight, by express and by mail.

Over a Billion Dollars!

This immense amount of money for the Cotton Crop alone in

THE SOUTH

"The Most Prosperous Section of the World."

Besides this wealth from cotton, the South is prosperous with big crops of corn, wheat, fruits, melons and stock.

The South's manufacturing plants have increased wonderfully, and they are all prospering with big weekly pay rolls.

The place to advertise this season is in the South's Progressive Daily Newspapers. They reach the most moneyed people with less waste, and at least cost.

Here they are:

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader

For Information, Rates, etc., write any of the papers mentioned here.

MAKING THE MOST OF DEALER CO-OPERATION

SOME MANUFACTURERS ACT ON POLICIES THAT CANNOT FAIL TO DISPLEASE THE RETAILER—ADVERTISING PLANS THAT ARE PROJECTED WITH NO THOUGHT OF HELPING THE DEALER IN WAYS THAT FIT INTO HIS PLANS—ABOUT ADVERTISING TRADE-MARKED BRANDS

*By Edgar A. Russell,
President, The Berkley System Company,
Distribution Engineers,
Chicago.*

Manufacturers frequently complain about the stupidity of retailers, but to the man up a tree who has to deal with both sides, it would appear as though all of the stupidity was not in one class by any means.

Usually one can count upon the promptings of self-interest on the part of an intelligent man to do those things which are destined to benefit him. This does not always prove to be the case, however, for the reason that the party in interest will frequently allow his prejudices to blind him to his own advantages. One naturally expects more intelligent action on the part of the manufacturer (especially an advertising manufacturer) than he would expect of the smaller retailer. Manufacturers, as a rule, are of a higher order of intelligence than small retailers, but, unfortunately for themselves, they do not always use the intelligence which God has given them.

There has been a lot of talk about retailer co-operation on the part of trade-mark advertisers, but when we sift it down it will frequently be found to be comprised largely of blue sky.

The retailer co-operation ideas of some advertising manufacturers have the appearance of being a huge joke when called into practical use. This shortsightedness on the part of many advertising managers of trade-mark advertisers has literally cost millions of dollars in wasted effort—and the man who pays the bills knows not the extent thereof.

The money wasted in expen-

sive booklets which are rammed down the throats of retailers by salesmen working under the direction of deficient advertising managers is one source of waste. One needs only to look at the situation at close range by visiting the retail stores in the smaller towns to be convinced of this fact. Thousands of booklets never see the light of day from the time they are packed in the manufacturers' shipping room until they are buried in the trash heap or find their way to the fire in the back yard at cleaning-up time.

Another great source of waste is in the furnishing of electro-types and copy to those retailers who have no use for them because they have no medium for advertising. Furthermore, the great majority of retailers do not advertise, nor can they be induced to do so as long as the manufacturers expect retailers to bear the brunt of the expense. One thing the retailer will not do, and it has been demonstrated times without number; he will not distribute advertising material which gives to the manufacturer the lion's share of the bargain.

There is an increasing number of retailers who are willing to advertise trade-marked lines, if the manufacturers will furnish them the means in the form of electro-types and copy to harmonize with their general announcements. There is a decided advantage to the manufacturer in having his goods advertised in such a way as to suggest the recommendation of the local retailer in the advertisement. Please note that the word "suggest" is used, and that this does not mean that the thing should be stated in bald English.

What is needed is a flexible plan whereby the retailer may select those illustrations and descriptions which most nearly meet his own ideas of what should be said in an advertisement from his store.

There is one class of intelligent retailers who are receiving the least effective assistance from so-called retailer co-operation plans

on the part of the manufacturers. Most of these plans have for their purpose the concentrating of the dealers' efforts upon the line in question for a day, a week or a month, as the case may be. They are intended to overshadow everything in the retailers' stock during the time they are in operation, and to depend upon one big solid shot instead of a fusilade long continued of much smaller ammunition.

What the retailer needs and will appreciate is a method of co-operation in his advertising which will enable him to advertise trademarked lines every time he publishes an advertisement, with the one proviso, that the thing must be seasonable at the time it is used.

To show how little this need is appreciated on the part of some manufacturers it might be well to cite a few experiences which have come under the writer's observation in the last month.

A progressive retailer in Wisconsin wanted to advertise a line of shoes he was carrying—he didn't have to be urged—he wanted to do it. These shoes are made in Milwaukee, and this manufacturer is making valiant efforts to sell his output under his own brand. The retailer wrote to the manufacturer and asked him for an electrotype and copy telling him to send it to the printer in Chicago.

The retailer then wrote to the printer and asked him to look out for the package and told him to write the manufacturer in case of delay. After waiting several days the printer wrote to the manufacturer, but did not get a reply. After waiting a week he wrote the retailer. The retailer then wrote the manufacturer, repeated his request, and asked him why he did not respond to the printer's letter. The manufacturer then wrote the retailer and said he had not heard from the printer, and did not know who he was or where to address him.

This aroused the ire of the retailer, who again wrote the manufacturer and sent a copy of his letter to the printer. Then the

Unity

The readers
of the
Woman's Home
Companion
turn from
editorial to
advertisement
and back
again to
editorial as
naturally as if
all of the
magazine were
in itself
a complete
message.

printer wrote the manufacturer again—enclosed a copy of his first letter—and asked why he had misrepresented the facts to the retailer. And then came a letter from the manufacturer as follows:

"Replying to your favor of the 27th with enclosure, will state that we cannot entertain your request as we prefer to make our advertising arrangements directly with our dealers."

In the meantime the retailer's advertising forms were waiting, the season was advancing and the retailer in desperation finally ordered the printer to fill the space with a non-branded shoe.

Another manufacturer in Indiana took another tack:

An advertising retailer wrote this manufacturer saying he was going to issue 1,000 eight-page folders every month and would like to advertise the manufacturer's line of knit underwear. He asked that a series of electrotypes and copy be furnished so that he might use the advertisements every month. And all this without expense to the manufacturer. The manufacturer was asked to send electrotypes and copy to an advertising writer who was working for the retailer.

Instead of sending the electrotypes and copy, the manufacturer wrote to the ad-man, and asked him to submit a dummy of the folders the retailer was intending to issue, as he wished to see if they met with his approval. As the job was in process, the ad-man wrote a courteous letter and explained why he could not send the dummy. He offered to call on the manufacturer and explain what he was doing. The manufacturer wrote back saying that he would not see the ad-man if he called—and that in view of the fact that his output was oversold all the time—he didn't see any advantage in having the retailer advertise his line—it would only make a bad matter worse.

Another class of manufacturers have a still more exasperating way of discouraging the retailer from advertising trade-marked lines. These seem to work the various departments of their business as separate institutions.

They put all the burden upon the retailer.

Recently a retailer sent a letter to a stove manufacturer, asking for an electrotype for his use in a store magazine he was issuing. The sales records of this manufacturer must have shown the styles of stoves which this particular retailer was handling, but the advertising department ignored this obvious source of information.

The first letter of the retailer was a simple request for electro-type of the stoves—he didn't specify any particular numbers. The advertising manager replied that he would send the electro-types if the retailer would give the numbers of the stoves he was handling. Then the retailer looked up the numbers and gave the information required, and hoped to get the electrotypes by return mail. But he reasoned without a knowledge of the devious windings of the wheels, in the brain of that particular advertising manager. On one pretext after another that advertising manager compelled the retailer to write *six letters* before he got any satisfaction—and then he was advised that the supply was exhausted, and he would have to wait until a new lot were made—possibly in a week or ten days.

In the meanwhile two issues of his store magazine were printed—and that manufacturer's line was not represented—nor will it be in that particular retailer's copy—because he is planning to stock another line next year.

This whole deplorable situation arises from the habit of introspection and self-communion which some advertising managers have acquired. Not having had any personal experience in selling or merchandising, they build up beautiful air castles, and refuse to "come back" when any one attempts to disturb their dreams.

There has been a whole lot of what Governor Hughes has called "loose talk" about the need of salesmen getting the view-point of the advertising department, but little has been said about the things which the advertising man-



- AMERICAN JOURNAL OF CLINICAL MEDICINE
(Chicago)
- AMERICAN JOURNAL OF SURGERY
(New York)
- AMERICAN MEDICINE
(New York)
- INTERSTATE MEDICAL JOURNAL
(St. Louis)
- MEDICAL COUNCIL
(Philadelphia)
- THERAPEUTIC GAZETTE
(Detroit)

"THE BIG SIX"

DIRECTIONS.—An exceedingly valuable prescription for any firm desiring to build up their medical patronage. Used regularly it never fails to exert a pronounced tonic effect on a firm's sales—not only to medical men but to the people at large who look to their physicians for information and advice. Inexpensive, prompt and effective, advertising in "the Big Six" is the best, result-bringing "prescription" in the business world today.

REMEMBER "THE BIG SIX" REACH OVER
100,000 DIFFERENT DOCTORS EACH MONTH

For detailed information as to rates, space, etc., address:

THE ASSOCIATED MEDICAL PUBLISHERS
S. D. CLOUGH, Secretary, Ravenswood Station, Chicago, Ill.

ager can learn from the salesmen. Surely there is something to be said on both sides, and the day is not far distant when the present antagonism between the sales department and the advertising department will disappear.

Advertising is a part of selling—it is not the whole of selling—the opinion of many advertising managers to the contrary notwithstanding. Many wise manufacturers are beginning to see that these two departments are really one, and are centralizing, or planning to centralize, the authority on one responsible man. And the advertising managers are not getting all the new positions by any means—nor should they unless they have the executive capacity—and the experience needed in handling the job efficiently.

How can an advertising manager of any of the types delineated herein hope to secure and maintain the good will of salesmen—whose work he makes more difficult? What brand of economics have such men studied that they seem willing to spend money like drunken sailors to provide advertising material to be thrown away, when they can get the retailers to advertise their lines efficiently—at the expense of the electrotypes requested.

What can be said of the knowledge of human nature displayed by men who antagonize their retailers and arouse their resentment, when the simple and prompt compliance with a reasonable request would make them happy. Isn't it time that plans for securing the retailers' co-operation should be *discussed* with the retailers? How can manufacturers expect to get "co-operation" if they intend to remain the solitary actors. Co-operation involves the working together of two or more persons and you cannot get it when one is trying to do it alone.

In a recent letter from an advertising manager for a large hardware jobber was the following statement:

"Our experience has been that although our ready-to-use advertisements

are well designed and attractive, a very small percentage of our customers can be persuaded to incorporate them in their advertisements."

The answer is obvious to one who knows retailers from personal contact with them. They are becoming educated in advertising, like all the rest of us. They will not advertise trademarked lines by any method which advertises the manufacturer, and only his line, while ignoring the bulk of the retailers' general stock. Too frequently have retailers learned that they may be establishing a demand for a line that will be taken away just when it might be profitable. Retailers will advertise trademarked lines—in conjunction with their advertising of other lines—if the manufacturers show any disposition to meet them fairly.

Every intelligent advertiser knows the waste that has resulted from general advertising without general distribution of the merchandise. The one thing sought by every intelligent advertiser is to get his advertising into those territories where his merchandise is on sale. There are cases without number when general advertising creates a desire for the advertised line, which must be satisfied, if satisfied at all, with a non-advertised line. We have fooled ourselves too long with that alleged rejoinder, "Don't insult me, I asked for Smith's." The consumer buys what his retailer recommends in the large majority of instances. If I am impressed with an advertisement of Lewis underwear, and decide to buy it I will make a reasonable attempt to get it. But if I try three good stores (as I did a few months ago), and I do not find it on sale, I am going to buy the kind that my regular haberdasher recommends. I know he cannot afford to advise me to purchase anything that will not give me complete satisfaction.

When trade-mark advertisers get a little broader view of the retailer's relation to the consumer, they will begin to put into effect better plans, for helping the retailer to advertise locally. In

all general publicity advertising we are confined to the statement: "Smith's ham is good, and it's worth more than any other kind," But when the manufacturer gets the retailer to advertise in his home territory, the case is stronger. The retailer can say, "Smith's ham is good, and it's worth more than any other kind," and also this, "You will find it on sale at my store and my recommendation goes with the maker's guarantee." And then likewise and also this: "The price is 23 cents a pound in the whole ham and 30 cents if I cut it in slices for you."

The two definite advantages of giving the local source of supply, and the local retail price, is rarely practicable, and seldom possible in any general campaign, where goods are sold through retail stores. But it is possible to get these definite advantages when the retailer is willing to advertise trade-marked brands.

ADVERTISING "OUR TOWN"

Do you take a pride in your town? In speaking of it and working for it, do you say "our town?"

When you say "our town," the expression has a different meaning from what it does when you say "the town," "this town" or "your town."

Practice saying "our town" until you can give it a musical and attractive sound that is confidence inspiring and means the true loyalty of a citizen.

There is a big difference placed on the meaning of words by the tone in which they are expressed. Some people can say "come in" in a tone that means stay out more than it does come in.

In speaking of your town, make every word mean confidence, loyalty, prosperity, welcome, and you will have a town that exhibits all these.—"The Retail Merchant," Dallas.

BOOMING LAND EXPOSITIONS

Max Rosen, general manager of the Texas Land Exposition, in a talk before the Houston, Texas, Adcraft Club, on September 6, called attention to the marked tendency toward specialization in expositions. Mr. Rosen noted the fact that county fairs, once so popular, have rapidly become unprofitable for the promoters, and he assigned as the reason the growing interest in facts and a corresponding decline in the desire for horse races, vaudeville stunts and side-show attractions as features of expositions.

The user is the court of last resort. It is the decision of the individual which makes or breaks the manufacturer.—*Hot Points*.



We would like to see "THE NEXT GREAT STEP IN ADVERTISING," discussed in sixteen pages of yellow, red and black in last week's PRINTERS' INK, read by every general advertiser in the country.

Few better arguments for the selection of newspapers as advertising mediums for general campaigns have ever been written.

These chopped up magazine circulations may offer "zones," but the newspapers of the country offer SPOTS. The same line of argument that makes "zones" appear desirable over unrestricted territory, makes the definable, selectable, thoroughly coverable SPOTS more desirable for a thousand reasons.

We represent newspapers in a score of prominent cities. It is our business to supply you with every gatherable bit of useful information regarding those newspapers, the people they reach and the fields in which they circulate.

We are at your service, anytime, anywhere.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

SHOWING RESULTS IN MUNICIPAL ADVERTISING

ADS THAT BROUGHT MANY REPLIES FOUND TO BE WORTHLESS—FEW REPLIES OF REAL PROSPECTS MORE DESIRABLE—LONG, HARD FOLLOW-UP WORK NECESSARY—SOME OF THE THINGS ACCOMPLISHED IN LYNCHBURG, VA.

*By E. H. Mayfield,
Manager, Chamber of Commerce,
Lynchburg, Va.*

Two years ago the city of Lynchburg began its first work in municipal advertising. When we started this work it was found that there was no precedent or fixed practice to govern it, only theory, and on our part every effort was made to reduce theory to fact in as definite a way as possible.

Municipal advertising in Lynchburg has been reduced to the same business exactness as characterizes the advertising of any first-class department store. When the Lynchburg Chamber of Commerce first began its work it was confronted with a task of colossal proportions. Before the advertising could be started it was necessary to plan a campaign along systematic lines and for this fundamental work bales of facts had to be read and reduced to the very bone and sinew of basic facts to furnish ammunition of a convincing nature.

Grappling with this situation the data covering the history and development of twenty-eight diversified industries was secured, and this involved nearly a hundred separate business establishments. Comparisons of rates, railroad and power, living expenses, property values, taxes—the whole gamut of municipal expense was made with various cities in the United States. Nearly four months was spent in this work alone. It was vitally necessary and four months was far too short a time to get so much information. Four years could have been employed and then there would be a lot to learn, and for the reason that no community can

promote new industries until it can show by actual facts the concrete and undeniable proof that those already established within its precincts have been successful; that the natural facilities of the city are such that most any business can succeed, and that based on this line of reasoning it is logical to assume that new and kindred lines of business can also make good if they have the organization plus the necessary element of sufficient capital.

Right here I want to point out that Lynchburg does not offer bonuses. Aside from a few free factory sites, Lynchburg does not offer anything in the shape of a bonus outside of natural facilities for manufacture and distribution, such as sufficient and reliable transportation arrangements, labor skilled in factory practice,

Manufacturers and Wholesalers Who Want Southern Business

If we can prove by the records of business similar to your own that Lynchburg, because of its location and the growth of Southern markets, offers you an opportunity for increased distribution, can you afford not to **INVESTIGATE?**

If you are located in the North, East or West—you can open a distributing warehouse in Lynchburg, Virginia, and reach the trade of the South cheaper than you can ship direct.

AS AN EXAMPLE

Lynchburg ranks fifth—St. Louis, Boston, Chicago, New York and Lynchburg—in distribution of shoes. Freight rates did it.

5000,000 ft. of timber defines roughly the importance in size of Lynchburg's business. A recent survey shows that per ton, 1920 net tons in lumber and dimensions of shingles, 1780 net tons in merchandise and distribution of shoes.

There are no seaports or rivers. Lynchburg happens to be located at the best possible place for receiving inland Southern territory, and has the necessary freight rates. Since 1880 the population has grown from 10,000 to 40,000.

You are going after it some day; why not investigate now?

Here's our proposition:

We are seeking distributor houses and branch manufacturing establishments who are established businesses. Come to Lynchburg and if we don't show you that Lynchburg distributor runs a better business than any other in the South, then let us see who will pay your transportation both ways. Address Advertising Bureau.

Chamber of Commerce, LYNCHBURG, VA.

BIDDING FOR MANUFACTURERS

proximity to raw materials, reasonable freight rates, and, so far as the Southeast is concerned, equal if not better than any city in the country and cheap power, steam or electricity.

After the preliminary work for the campaign had been accomplished, the statistics compiled and the data tabulated for the vitally important follow-up work, we began inserting our advertisements in one medium of large national circulation. Our decision



Booth of the NEBRASKA FARMER on the Nebraska state fair grounds. The NEBRASKA FARMER is the only farm paper having a permanent building on these grounds. Thousands of farmers and their families made this their headquarters during Nebraska's most successful state fair.

162,729 FARMERS VISIT NEBRASKA FAIR

The attendance at the NEBRASKA STATE FAIR this year was over 32,000 more than ever before.

This very large increase in attendance comes about as a result of various things, but principally because of the very favorable crop conditions and good prices for farm products.

The next eight months will mark a period of exceeding prosperity for Nebraska farmers. It is safely estimated that the corn crop of this state for this year will reach in value \$100,000,000.00. Wheat amounts to \$45,000,000.00.

The present appreciative prices induce the farmer to sell his products. The money thus made available insures a more liberal buying of things needed in the home and about the farm.

Nebraska's real farm paper, **The Nebraska Farmer**, shares liberally in the prosperity of Nebraska farmers, having been published in their interest for more than 40 years. They appreciate it and patronize it. Over 1,000 new subscribers were added during the state fair.

Ask us for information about Nebraska.

Nebraska Farmer, Lincoln, Neb.

Under the editorial and business management of S. R. MCKELVIE.
Member of



N. Y. Office Fifth Ave. Bldg.
S. E. LEITH, Mgr.

Chicago Office Steger Bldg.
F. A. DENNISON, Mgr.

to use only one medium was made because our fund was limited to less than five thousand dollars for the first year. It was too small to scatter and that was our only reason for not using more periodicals. One medium enabled us to print an ad month after month. More than this would have fired all the powder at one shot.

Our follow-up system proved by facts and figures that we had the raw material, lumber, iron, coal, cotton, leather, etc., that could be laid down at minimum figures. The facts in regard to the labor situation were presented in convincing shape, likewise the statement as to the transportation and rate situation backed by an open offer to render individual statements to cover individual cases. We also showed by comparison of power rates that the power could be supplied at minimum figures and that there was a sufficiency for all times and then, as a clinching argument, we presented a résumé of the industrial and commercial development of the city, showing increases in various business operations during the past ten years running from 100 to 1,700 per cent, with an average increase of over 500 per cent, and we said to the man whom we were trying to interest: "If the manufacturers and distributors already located here can make such successes in business isn't it fair to assume that *you* can do equally as well in view of the fact that the markets are unlimited and that the South is not supplying one-tenth of the products that it consumes."

These facts have been hammered home to the manufacturers and distributors in the United States month after month. They are always wary, more or less skeptical and hard to interest, but every now and then we land a "live one" and we number him as a prospect and then, by correspondence, keep after him with successive arguments to convince him of the opportunity that awaits him in Lynchburg if he will but expand his business to meet necessary conditions.

It takes months and months of hard grueling work to anchor our arguments in the mind of a hard-fisted business man, and more hard work to get him to come to Lynchburg and see for himself, but when he does come he is impressed because we have not misrepresented facts. We don't have to. The truth about Lynchburg is so good that exaggeration would be the gravest sort of an error. When we have convinced the prospect, however, he does not always negotiate for immediate location, nor is this expected. Often he goes away and to all intents and purposes simply loses interest. But not in fact. The seed we have sown has taken root and there is another and potent agency to water and nourish it.

The general development of the Southern states is no longer the product of facile pen or fluent rhetoric. It is a fact convincingly established by state, municipal and U. S. Government reports, and the future development of the territory is as certain as night follows day. In short, we have come to the point when the development of the South will force manufacturers and distributors who are looking for Southern business to move closer to the scene of operations, and this means branch factories and branch warehouses, and in the general accomplishment of these things Lynchburg is going to reap a full harvest from its publicity and establish beyond the shadow of a doubt the cumulative effect of advertising as applied to municipal publicity.

But, after all, much of our burden is to answer the question, "What have you already accomplished?" That's what the people ask us. The talk of the future is hot air, theoretical, vague and indefinite. What they want to know is the results accomplished up to now. They have put up their money for results and not for promises. Very well. Here's what *we have accomplished*:

The Chamber of Commerce raised the money necessary to erect a new fireproof hotel to cost \$300,000, organized the company,

A Sermon To Preachers

—meaning YOU!

We want a word with you agency men and advertising managers who are always preaching "Quality Circulation—Quality Circulation."

We call on you to practise what you preach.

The New Age Magazine offers you a Quality Circulation that can't be matched in all the world.

30,000 paid subscribers and all quality!

The New Age Magazine is the official organ of over 50,000 Thirty-Second degree Masons. It is their Magazine. They spend their money for it, they believe in it, they patronize its advertisers.

Nowhere else in all magazinedom can you get so much concentrated Quality.

New Age Magazine readers are men of character, intelligence and influence in their various communities. The magazine is seven years old and has a clientèle distinctly its own. It is a monument of influence, strength and quality circulation.

One trial makes you an advertiser.

Can you buy so much quality anywhere else for \$50 a page?

Don't put off getting acquainted.

THE NEW AGE MAGAZINE

1 Madison Avenue New York City

Geo. B. Hischie, Western Representative, Chicago.

Frank C. Beetle, New England Representative, Boston.

employed the architect, purchased the site and the plans are now being drawn for the building. The actual building operations will begin very soon. To do this it was first necessary to secure a lessee willing to pay the price. We finally located one and he stated that he was actuated to a large extent because Lynchburg is a live, wide-awake, hustling community, well advertised, and he not only believed that the deal would pay him handsomely, but was an immediate necessity to the development of the city. And so did we and that was the reason why we promoted the hotel as the first big work of the Chamber of Commerce.

A big stove manufacturing concern in Chicago looked into the situation, found that they could reconsign shipments cheaper from Lynchburg to the South than they could make shipments direct from Chicago and therefore established a repository here for reconsignments.

Contract for a 125-ton blast furnace is now being negotiated and at this writing it looks certain that the actual work of erecting the stack will begin in sixty to ninety days.

A shirt factory in Lynchburg went out of business. This organization took hold of the situation, secured a man to take over the entire stock of goods and assisted in finally getting an overall manufacturer in another city to move here and buy up all of the machinery of the shirt factory that he could use. Lynchburg thus not only did not lose a factory but the Jobbers' Overall Company, with a capacity of 150 machines (nearly double that of the shirt factory) will begin operations in Lynchburg on January 1, and they are now working hard to get their factory in shape.

A stove manufacturer, whose name we must refrain from publishing now, discovered through us that a saving in freight rates could be made by locating in Lynchburg, based on his annual volume of business, amounting to an average of thirty-one per cent. A meeting is set for an early date

to conclude the final arrangements looking to his moving here.

The payroll of the hotel and the industries mentioned will amount to more than \$300,000 per annum. But details require too much space: Here is a list of a few more that came to Lynchburg as the result of municipal publicity as conducted in Lynchburg: M. Gans, hat manufacturer from Philadelphia; L. P. Schlamb, cotton glove manufacturer, Ohio City, O.; Lynchburg Broom Company, Johnson City, Tenn.; Crescent Chemical Company, shoe and harness oils, from Ronda, N. C.; Western Wheeled Scraper Company, branch office and repository, from Aurora, Ill.; Cole Manufacturing Company, repository facilities for stoves, from Chicago, Ill.; J. J. Fallon, florist, wholesale and retail, from Roanoke, Va. I believe that this record entitles me to say that the Lynchburg Chamber of Commerce has made a success of its work, but it by no means covers all that has been done. We have improved the rate situation, bettered the conditions pertaining to passenger traffic, done some little work on the civic side, made possible the building of a belt line side track, opening up an immense factory district which is directly responsible for a new factory that will have a payroll of about \$30,000 annually, and consistently advertised the city to over five million people a month during most of the time we have been in business.

That is our record and we offer it for what it is worth. Some communities can point out different results. I know of half a dozen who received *thousands* of inquiries as the result of their publicity and advertised it all over the United States as "results." We found, however, that inquiries to municipal advertisements on their face don't amount to a picayune. We received 1,978 inquiries about Lynchburg in three months of work and 1,978 of them were not worth the paper they were written upon. The "something-for-nothing" man was always in evidence. I don't be-

I say that I can write an advertisement and publish it in one periodical of my choice and get 3,000 answers to it, but I am equally certain that most of them—99 per cent—would be worthless, so that volume of replies don't count for much. This article, however, is not to criticise methods, but simply to exploit a few facts about advertising for cities conducted along practical lines; in different language, it is advertising minus the element of hot air and backed by a follow-up system that requires every one on the job to work like the devil to present facts that can't be challenged. This, together with Ayer's suggestion of "keeping everlastingly at it," is, in my opinion, going to produce the goods, and if past achievement is any index to the future, we are at least on the right track.

The Blumenstock Brothers Advertising Agency has opened a Chicago office at 1723 Steger Building, in charge of M. A. Adair, formerly advertising manager of the Steele-Wedeles Company, of Chicago.

THE PRETTY GIRL AS AN ADVERTISER

Talk about women's rights! Look at the way they are beginning to dominate not only magazine covers, but advertising literature as well. A San Francisco paper says that the management of the 1915 San Francisco Exposition is sending out thousands of post-cards all over the country. The card bears the pictured face of a very attractive young lady who, it is stated, "exemplifies the beauty for which California women are famous, and calls attention to the exposition to which San Francisco invites the world." This invitation is printed upon the band of her very stunning hat.

The young lady who thus typifies San Franciscan feminine beauty is Miss May Deyo, who is proclaimed as a Native Daughter, "whose smile in its attractiveness will attract attention to the big exposition."

The Panama-Pacific International Exposition, which is the name of the concern charged with preparing for the big affair in 1915, is already beginning to work out its plans. Every public and semi-public organization in the city has been levied upon to contribute its quota of suggestions.

The St. Joseph, Mo., Ad Club was addressed on September 6 by Joe Mitchell Chapple, editor of the *National Magazine*, and T. R. Creed, of Orange, N. J.

Every Day Has A Message Of Its Own

for the man you are trying to interest if your story is before him on each sheet of

The "Practical" Tickler Memo Desk Calendar



the only really serviceable advertising calendar made. It costs less than any other kind—goes through no process of elimination with others—but is accorded the one spot in the office where it will do you the most good—on the desk of the man you want to reach. There is a sheet for each day. Small calendars for the current month and the present and coming months are printed across the bottom. At the top in large figures are the day and the date. Between these is room for some good, strong "reason why" about your proposition—printed in red if you like. The blank back of the next day's sheet makes an excellent memorandum. The "Practical" Tickler Memo Desk Calendar is well printed on good stock. The base is of metal—in any desired finish—enamel, brushed brass, oxidized copper or nickel. Can you think of *anything* that costs less than a dozen form letters—as useful, as handsome and that *will*, at the same time serve your purpose so well?

**WRITE NOW FOR PRICES
AND SUGGESTIONS**

L. F. MULLIN, Advertising Specialist

Sole Manufacturer and Distributor

Successor to TUKE & MULLIN

236 ABBOTT STREET

DETROIT, MICHIGAN

OUR TRADE-MARKS ABROAD

There is an ever-present danger to American shippers through lack of knowledge respecting the protection of their trade-marks in foreign countries. In many countries the individual or firm registering a given mark is the owner thereof.

For instance, suppose a merchant or manufacturer were shipping to the Argentine Republic with success, and had not registered his trade-mark prior to the first shipment; any native there who had sufficient money to register same could levy a toll on the American shipper. If this was refused, the one who had registered the mark could prevent business being done under the mark in question unless paid outright for his priority interests or a commission arrangement was made.

Some countries before issuing trademark registration certificates demand proof that the mark has been registered in the country from whence the goods came. Others do not. The only safe way is to register trade-marks covering goods suitable for any given market before introducing them.

There are many cases on record where salesmen have procured indents, the buyer registering the trade-mark, getting the necessary information from advertising matter left by the seller. In some cases labels have to be printed in the language of the country where the goods are manufactured, although differing from that of the importers.

When trading with the far and near East great care must be taken that no trade-mark shall be the picture of a sacred animal, or with the Chinese anything that means bad "Joss."

The trade-marks ordinarily used by American manufacturers, such as Indian names, variations on the names of the manufacturer himself or of the city in which the goods are made, are unintelligible and therefore not interesting to, or easily remembered by, the eventual buyers in foreign countries, and as a large part of the regular export staples are imported for sale to the untutored masses, who buy largely by trade-mark, it is advisable to have a mark that will be easily remembered and one that appeals to the ideas of the ultimate consumer. Once a mark has become popular it is almost impossible for any other mark to oust it. Many well-known trade-marks in the far East are to-day worth fortunes.—*Harry Love in "Exporter's Review."*

DEATH CLAIMS PROMINENT ADVERTISER

E. R. Snow, general manager and advertising manager of the Howard Watch Company, Waltham, Mass., died September 14. His successor's name has not been announced.

The Farm Press Club held a meeting at the La Salle Hotel, Chicago, on September 12 and 13. Reports were received from the committee on advertising agencies and other matters of great interest to the members were discussed.

THE WORD "HOARDING"

St. Louis, Sept. 8, 1911.

Editor of PRINTERS' INK:

In some of the English publications I see the word "hoarding" is used in reference to billboards. That is an odd title, but perhaps if we could look into the origin of the term we would see that it had come about as the process of growth.

Can you tell me how the word grew up?

JOHN P. WINDRUM,

[Mr. Windrum did right to give the word the benefit of the doubt. While it looks queer to the unaccustomed American eye, "hoarding" can prove its right to meaning billboard, and the growth of the meaning is interesting.

The word as used in the sense of billboard advertising, is peculiar to the British Empire. It was originally derived from the old French word "horde," meaning a horde, which in turn traces its ancestry to the old Danish word "horde," meaning a hurdle. Thus the sense of "enclosure," as found in the Standard Dictionary. It was easy to have the word hoarding, therefore, mean a fence about an enclosure, and finally a bulletin- or bill-board.—EDITOR.]

ITALIAN POSTERS

An American advertiser who has just returned from a tour abroad says that the Italian posters, in color harmony and general artistic effect, excel any he has ever seen elsewhere.

In Italy the poster is the most effective medium for reaching the masses, he says. The Italian temperament loves a riot of harmonious color and the Italian, high or low, takes great enjoyment in the really excellent art found in the outdoor advertising there. A great part of the public never reads the newspaper or the illustrated weekly. But everybody reads the poster and is reader to buy the more satisfied it is with the pleasing effects of the poster presentation. In Italy, it is not "reason why" advertising. Hard logic doesn't sell goods there as here. People buy rather as a result of their emotions and impressions.

LARGE SPACE vs. SMALL SPACE

George S. Parker, of the Parker Fountain Pen, makes this statement to PRINTERS' INK:

"Small space in many media is better than large space in few media. The large space craze is merely a typical American craze, created by clever magazine solicitors."

What do you think about it?

THE SMART SET IDEA

Behind THE SMART SET Magazine, shaping and animating it, endowing it with a vivid personality, is a distinct Idea. The Magazine stands for Something Definite and stands for it persistently.

Its Prime Purpose Is to Provide Lively Entertainment for Minds That Are Not Primitive

To accomplish this, it aims to present in each number:

A complete short novel of real distinction;

A generous number of short stories, written by men and women who have mastered the technique of the difficult art of story-telling, and who have the faculty of evoking the subtleties and humor and dramatic pulsations of character and life;

A satiric essay on some engaging topic of wide interest;

A one-act play of true merit;

The best verse of our best poets;

A little masterpiece of French prose, in the original;

A score or two of sparkling epigrams and witty "modern instances"; a spirited running review of the latest books, and a *spirituel* critique of the new plays—both of them fresh, frank and unconventional;

An expert review and forecast of European and American fashions, and a competent, conscientious Shopping Department (giving free service) for the convenience and benefit of out-of-town readers.

To do all or most of these things each month, and to do them always on a high plane of interest and quality:

This Is the Smart Set Idea



JOHN ADAMS THAYER CORPORATION
452 Fifth Avenue, New York

HOW DENTYNE GUM WON THROUGH POSTERS

A NATIONAL MARKET WON IN RECORD TIME—THE INTERESTING STORY OF A REMARKABLE ENTERPRISE—SOMETHING ABOUT THE FEATS OF A "TEASER" SERIES OF POSTERS WHICH OPENED THE WAY FOR THE "GIRL IN THE RED HANSOM"—OTHER PRODUCTS TO FOLLOW

By S. C. Lambert.

Franklin V. Canning is now president of the Peroxide Products Company, of New York. Not so many years ago he was running a drug store in California. Doubtless his experience as storekeeper made him aware of the power of the Poster and of the Painted Sign. At any rate, when less than ten years ago he heeded the revised call, "Go East, young man, if you have an idea," he brought with him to New York an ineradicable conviction that if he should bring the Idea and the Poster together, certain pleasing results would follow.

He did have the Idea. He had in mind a "Peroxide Dentyne Gum." He had been guarding the formula for a long time, waiting until Fortune should smile upon his retail drug business and thus give him the start.

But Fortune refused to smile to any noticeable extent. In fact, she laughed at him. This made him mad, and stirred up a contrary streak in his nature. He made up his mind that he would force that smile, but that he would first give up his drug store.

Canning was not over thirty when he made his long trek to the metropolis. The solidity of his determination to succeed by putting out another gum received its first test when, on his arrival, he took note of the tremendous volume of advertising. Big Wrigley ads stared and winked down upon him at Greeley Square, American Chicle signs bombarded the attention up and down the "L" and the Subway. The might of much cash and unlimited resource of organization were plainly to be read behind each electric display, colored post-

er and painted sign, to say nothing of the newspaper and the magazine advertising.

The crushing dominance of the big gum advertising should have frowned him back to his little business in California. But even if he did feel something resembling a chill, yet the Idea kept egging him on to pit himself in a struggle for sales against these big fellows.

The measure of his confidence is shown by the fact that he had no money. But he had some friends here who gave him a fair line of credit, with which he started out to pry open the reluctant jaws of the national chewing-gum market.

With this help, he worried along until he had interested certain folks who expressed their willingness to back him. He began the making of the gum in a small way, at the same time putting all the cash he could well spare into poster advertising. He organized the Bon Bon Company, of Long Island City, and then set out to show what a son of California could do in the way of promoting sales against such scarred veterans as his worthy opponents in the gum business.

It took time to get momentum. By 1908 the sales were growing slowly, but the spurt awaited a poster series that was put out in the fall of that year.

The first poster was a picture of a fetching face in colors, with this query above: "Do you know this actress?" Everybody who looked at it groped in their recollection of actresses for this elusively familiar countenance.

No prize was offered for answers. Yet replies came in by the hundred. The majority of them named Alice Lloyd, the charming young English comedienne. The writers gave their solution and then said that the prize could be sent to such and such address. Everybody mistakenly took for granted that there was a prize.

The poster was reproduced on window-display cards and sent to dealers all over the country. The next trip the salesmen made after

these were sent out was a memorable one. All of them wrote in letters saying that the first greeting of the dealer was: "Who is that girl? People come in to make a guess and then demand the free stick of gum which you offer on the card. I don't know who she is, and the company should have told us."

But even the salesmen could not enlighten the trade. Then the merchants began writing to headquarters. The burden of every letter was: "Who is that girl? I'm being bothered to death."

Mr. Canning thereupon sent a form letter stating that it would not be judicious to tell dealers who the girl was, for there were thousands of dealers in the country and an announcement to them would be practically equivalent to making one to the public in general. He suggested that dealers have each guesser write the name on a slip of paper and that they send these to the manufacturer.

Whatever the guess, a stick of gum was sent. Literally thousands upon thousands of sticks were distributed as samples in this way.

There was method in the refusal of the company to identify the actress, which caused such a furore along each salesman's route. *For the company itself did not know the answer.*

For, familiar though the face seemed to every one, there was no such girl. This was part of the plan. Mr. Canning had gone to an artist famous for his ability to draw pretty girls' faces and asked him to draw a face "that would look like anybody." The picture was, therefore, a composite of feminine beauty, reminding one teasingly of some one just on the verge of memory. One could easily see in the features of the poster girl resemblance to those of almost any actress he had seen.

The girl in the picture was displayed with pearly white teeth. The name of the manufacturer was, of course, given. Altogether the sign and the reproduced win-

dow card achieved a striking publicity for the gum, and the salesmen lost no time in turning this to advantage.

The next two posters had to do with the "Dentyne Girl in the Red Hansom." This sounds like a Sherlock Holmes story with a colored frontispiece illustration.

The first poster showed the girl and the next showed her in her red hansom. The first stirred curiosity for the second. The color scheme was a brilliant red and black, which later came to characterize all of the Dentyne Gum poster advertising.

Two weeks after the second poster had been put up, a Dentyne Girl, in a scarlet hansom, with a red-liveried driver atop, was assigned to driving about town. The public at once linked the hansom and its occupant with the poster. Crowds gathered at each stop where samples of the gum were distributed.

In Fifth Avenue and the larger crosstown streets the scarlet lady and hansom gleamed like a ruby in the stream of drab traffic. It was undeniably a sensational bit of advertising, but it was meant to be somewhat on this order. The newspapers took note of the striking outfit, and ran stories about it which warmed the heart of the originator of the stunt.

Indeed, the sales promoter set the stage carefully at the start of the campaign for a first-page story, only to be disappointed in the eleventh hour and fifty-ninth minute.

It was this way. It is forbidden vehicles to be run through the streets of New York as advertisements. But a resolution was passed through the Board of Aldermen, allowing the red hansom to travel undisturbed.

The girl was instructed one day to pass along Park Place at the most crowded evening hour, where, with her newly passed authorization, she should submit to arrest, for violating a city ordinance for driving an advertising vehicle. Reporters would be at hand to witness the event and would trail the girl and the hansom to the police station.

But a few minutes before the scheduled arrest, some one telephoned the sales manager that Mayor McClellan had vetoed the special resolution. The affair was, therefore, hastily called off, and a pretty press-agent story spoiled.

Yet for three years after this the red hansom traveled the streets undisturbed. The supposition is that the policemen had been informed of the resolution's passing the Board of Aldermen but that they had not known of its veto by the Mayor.

"the busiest corner in the world." The manager of the store had refused to give an order for Dentyne gum. He did not believe that the demand justified it.

The girl and the hansom, therefore, appeared in full color scheme and costume and drove around and around the fated Times building. Crowds blocked the streets and to the assembled multitude the gracious Scarlet Girl gave generously of Dentyne samples.

The next day Mr. Canning answered the ring of his telephone.

"I want some Dentyne Gum, and want it quick," a voice said. "Send me up a big order. I thought there was no demand for this new gum, but there is, and a big one." The speaker was the manager who had refused to give an order a few days before.

So successful was this scheme that it was followed out all over the United States and Canada. Several Red Hansoms were provided as many Dentyne Girls, and these began a national campaign, preceded in every instance by the posters which had inaugurated the campaign in New York.

The girls were at times instructed to take orders themselves at the stores. One girl, one week, made ninety-eight dollars in commissions, and others often approached these figures. Everywhere

the girls gave freely of samples. Thus a unique sampling campaign followed the poster campaign, and every advertising factor worked for quick distribution and good consumer demand.

Did this succeed? In May of 1911 Mr. Canning had worked up a business for the Dentyne Perox-



THE STRIKING POSTER THAT IS THE FORERUNNER OF A NEW FAMILY OF PRODUCTS

The Scarlet Girl and the Red Hansom were used to good effect not only in New York city but also all over the country. The combination was so managed as to secure an order from a large drug store in the Times building on Forty-second street, between Broadway and Seventh avenue,



Show

to do it right
and get correct
information about
San Francisco



**BILLPOSTING
AND CITY OR COUNTRY
PAINTED SIGNS**

Ask

J. Chas. Green Co.



Campaign ideas furnished
on request



Posters Are Good Salesmen

WHERE MERIT WINS

St. Louis, Mo.
Kirkwood, Mo.
Maplewood, Mo.
Clayton, Mo.
Ferguson, Mo.
Webster, Mo.
University City, Mo.
Williston, Mo.
East St. Louis, Ill.
National City, Ill.
Brooklyn, Ill.
Venice, Ill.
Granite City, Ill.
Madison, Ill.
Edgmont, Ill.
Caseyville, Ill.
Collinsville, Ill.

¶ One strong point in favor of poster advertising is, that it is seen by people when their minds are open for such impressions.

¶ This form of publicity has a larger public than any other form of advertising.

St. Louis Billposting Company

631 South Sixth Street
ST. LOUIS, MO.

Our Business in Detroit Is Outdoor Advertising

Specializing Billposting, Painted Bulletins,
Painted Walls and Spectacular Electric Signs.

A great percentage of the largest national advertisers are constantly using one or more of the above forms of publicity, for in all this broad country there is no city in which financial conditions are more favorable.

The commercial world is aware it is due to the unusual activity in the great automobile and other old and new industries which keep thousands employed day and night almost constantly the year 'round.

We invite your correspondence for ideas and estimates for any of the above forms of publicity.

"You can't get away from Outdoor Advertising"

WALKER & CO.

OUTDOOR ADVERTISING

236-250 FORT ST. E.

DETROIT, MICH.

ide Gum mounting into the hundreds of thousands. The Auto Sales & Chocolate Co. took notice of him and, after negotiations, paid him a tidy profit for his rights in the enterprise. This after less than three years' campaigning. The Power of the Poster, therefore, must be more than an artful alliteration.

Out of the gum business, Mr. Canning formed the Peroxide Products Company, and began to shape his plans for launching a Peroxide Tooth Paste. The color scheme of the poster advertising is the same brilliant red and black that put the compelling strength into the Dentyne gum signs.

He cashed in upon his personal good will in the trade in remarkably quick time. Within a month from the time when he had a big quantity ready for shipment, orders flowing in exhausted the supply and ran far ahead of the capacity of the tube manufacturers to provide the special enameled containers.

The Peroxide Products Company will waste no time. Mr. Canning is a believer in quick action, and is unshakable in his conviction that the poster is the chief instrument in winning a quick distribution and demand. He has just given a \$40,000 order for posting which will cover the territory this fall between New York and Chicago. This is exclusive of the cost of the posters. A. Van Beuren & Co. are the agents.

Then will gather a new family of products, to take advantage of the heavy advertising to date. Within a very short time Mr. Canning will put out his Dr. Green's Celery Cough Drops.

Mr. Canning's one piece of advice is: "Don't be afraid to do a little original thinking. Use a conventional advertising medium, but use it in a strikingly new way. Advertising is the most plastic thing in the world—you can shape it to a multitude of ends. Take it out of the rut of conventionality and give it range in the open, back it all with common sense, and you'll succeed. Advertising hasn't begun to do things yet."

CO-OPERATION IN POSTER ADVERTISING

Allan Walker writes upon this subject in *Printers' Ink*, of London. He says:

"Surely it would be easy to get the advertisers to go a little farther in the way of co-operation. Suppose, for instance, the hoarding illustrated, instead of being merely a well laid-out hoarding, had had some sort of a running head referring to the posters on it in terms that would be sufficiently novel to make people realise that it was a new idea. Would not each poster have gained an added force? Of course, to obtain the full effect this should not be confined to one hoarding. The more widely the same advertisers used the same scheme, the better the results would be. Nor does the plan seem to offer any very great difficulties.

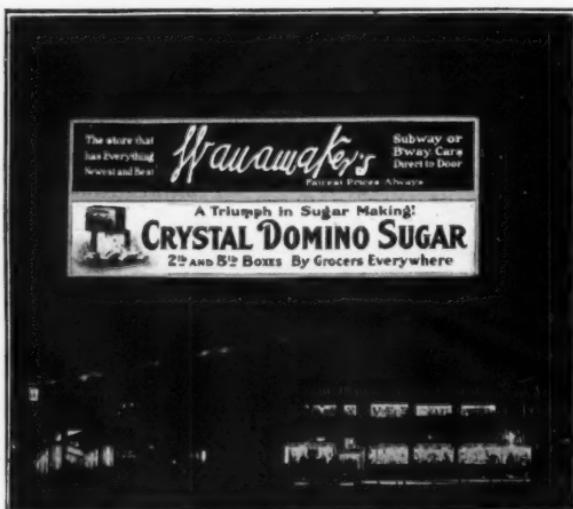
"The person to make the first move would seem to be some billposting contractor. The working details would be too great to expect an advertiser to do it, and the local billposter would not be able to do it on a large enough scale. Perhaps, though, he would be just the man to get out some such experimental campaign.

"He should first decide on some scheme in which about eight advertisers could take part, and after arranging all his details should endeavour to find eight to take part in it. Of the making of such schemes, as of books, there is no end, but the matter must be considered very carefully before deciding finally. The simplest form would be by getting eight advertisers of, say, a household trade, and using a heading to some such effect as 'Do you use these goods in *your* house? They are the best.' The participants in such a scheme might include such advertisers as Skipper Sardines, Bovril, Colman's Mustard, Fels-Naptha or Sunlight Soap, Reckitt's Blue and Starch, Rowntree's or Cadbury's Cocoa, and Ironclad Mantles. Perhaps in summer a scheme might be run for a group of hot-weather foods and beverages, the nucleus of such a group being formed by Bird's Custard Powder, Montserrat or Rose's Lime Juice, Schweppes' Cordials, Brown and Polson's Cornflour, White, Tomkins' or Chivers' Jellies, etc. The heading for such a scheme would be on the lines of 'Your coolest foods for the hot weather.' A winter scheme might also be run on opposite lines."

NEW ORLEANS PLANS LECTURE TOUR

The Business Men's League, of New Orleans, La., is planning an extensive tour of the country with stereopticon lectures setting forth the advantages of the city as a business center as well as a place to live.

The chamber of commerce of Shreveport, La., has made plans to secure a fund of \$10,000 to advertise Shreveport and northern Louisiana.



Illuminated Painted Bulletin

Circulation Means PEOPLE

That is—people who read your advertisement.

It isn't just something printed or painted, or "circulated."

The circulation of permanent Painted and Electric Signs means everybody in town that goes out of doors, and many people see them from their windows in the night as well as the day, because you can place big, dominating bulletins on every prominent street and in every neighborhood so that everybody must see them.

The Government census is your circulation guarantee.

Some advertisers have received splendid results in New York on an appropriation as small as \$10.00 per day. Other advertisers feel more than justified in spending from \$20,000 to \$40,000 per annum.

The O.J. Gude Co., N.Y.

Outdoor Advertising Everywhere



Painted Street Bulletin

1-17th OF THE PEOPLE IN THE U. S. LIVE IN NEW YORK

More than Chicago, Philadelphia, St. Louis and Boston combined.

More than St. Louis, Boston, Cleveland, Baltimore, Pittsburgh, Detroit, Buffalo, San Francisco, Milwaukee and Cincinnati combined—the 10 largest cities after Chicago and Philadelphia.

More than the population of 14 States with the combined area of 930,725 square miles live in New York in an area of 326 square miles.

The value of individual signs is naturally greater where population is the most congested.

The congestion of population in New York is six times greater than that of any other city in the United States.

You can always depend on thoroughly covering New York City by an Outdoor Advertising campaign at less cost per thousand circulation than by any other advertising medium.

Ask us to Prove it!

The O.J. Gude Co., N.Y.

Executive Offices: Broadway, 22d St. and Fifth Ave., New York

"OUR BEST OUTDOOR AD"

HEAVY USERS OF OUTDOOR ADVERTISING EXPLAIN REASONS FOR THEIR CHOICE—HOW B. V. D. CAME TO USE OUTDOOR MEDIUM—WILLIAM WRIGLEY, JR., ON OUTDOOR COPY—HOW POSTERS HELPED ESTABLISH SEALPACKERCHIEF — STANDARD MILLING COMPANY'S BEST AD

When one heavy advertiser was asked by PRINTERS' INK to select his best outdoor ad, judged from the viewpoints of the comment it excited in the trade and among consumers, of design or of selling problems it tended to overcome, he said:

"Odd as it may seem, I have never thought of rating my outdoor advertising in this way before. I have been putting out advertising for a number of years, making each piece the best I



ADVERTISER GIVES THIS POSTER THE PALM AS HIS "BEST"

could. I believe it will help clarify my own estimate of our outdoor advertising if I try to make the selection. It'll be a profitable exercise."

Other advertisers, whether or not using the outdoor medium, may for much the same reason be interested in a selection of the "best," as made by some of our most successful manufacturers.

B. V. D.'S BEST OUTDOOR AD

S. C. Erlanger, of the B. V. D. Company, New York, chose the poster which is reproduced here-with, and which has had the advantage of excellent positions in New York.

"This is our latest outdoor ad, and I don't choose it merely because it therefore looms the largest as I look back. We have been advancing steadily in the manner of putting our advertising before the public, and this poster incorporates the points which we have had reason to believe make the strongest appeal for our under-wear."

Mr. Erlanger went on to say that his company has been advertising actively for seven years. This is apt to surprise the average man who looks upon the B. V. D. advertising as one of the "staples," and unconsciously attributes a much longer career to it than the short span that has elapsed since 1904.

Mr. Erlanger briefly described the aims of the B. V. D. advertising. B. V. D. was the first underwear of the "athletic" type which seriously set out to create a wide market for itself. The design itself could not be patented. Without a reputation for the B. V. D. brand that would give a guarantee of quality it would be the prey to hurtful competition from every quarter.

The thing to do was plainly indicated. "B. V. D." must be driven home to the innermost consciousness of people, so that these letters would be practically synonymous with "athletic" underwear. This done, a rigorous protection of the trade-mark would be sufficient to safeguard the manufacturer.

The advertising, to bring about this much-to-be-desired end, must possess, to a marked degree, dominating power. It would not be correct to say that outdoor advertising was immediately in mind for the solution of the difficulty. But outdoor advertising did reveal itself as a powerful aid when, one day in 1905, the B. V. D. Company caused a big sign to be put up at the New York baseball parks.

Poster Advertising Pays

Because:

It never lets up, but keeps at it every minute of the time, day in and day out.

It doesn't cost you a cent for waste circulation in places where your goods are not on sale or can't be sold.

You can post only in the oases—you needn't pay for advertising in the desert.

It stimulates both consumer and dealer alike, and is always before them at a minimum of cost.

Billposting has improved over 100% since the new inspection service went into effect.

We offer you guaranteed service in every town in the United States and Canada, as well as foreign countries—covered by our inspection bureau.

Poster sketches and estimates of posting cost sent to any advertiser requesting same.

Associated Billposters & D. P. Co.

147 Fourth Avenue, New York City

Donald G. Ross, Pres.

Wm. M. Robertson, Treas.

S. J. Hamilton, V. Pres.

The dominance of the sign impressed the makers deeply. From that time, outdoor advertising has been doing yeoman's work to make men think instinctively of "B. V. D." whenever the need of underwear, and especially the short-sleeved, knee-length underwear, suggested itself.

As was expected, the repute of

is believed to act strongly to the end of making the public look upon B. V. D. as the one standard style of its kind. Its color scheme has won many approving comments from a public that is daily growing more critical in its appraisal of advertising. The eye unavoidably falls upon the trademark and then takes in instantly the manner of wearing the garment. It is believed to be as "quick acting" as any sign on the boards, easily delivering its essential story, though the reader is speeding by at the rate of twenty-five miles an hour.

THE WRIGLEY ADVERTISING

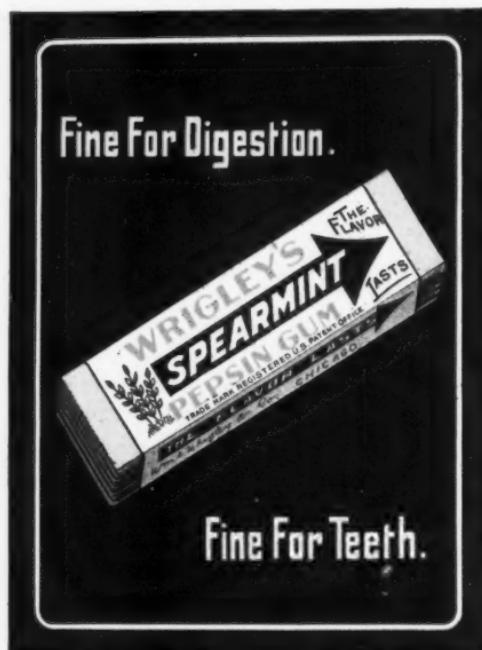
William Wrigley, Jr., has been called a "plunger" in outdoor advertising. But the truth is that he doesn't plunge; he only appears to do so to the conservatives, because he goes "all the way" in order to reap the largest of the special benefits which outdoor advertising has to confer. The Wrigley ad which appears with this article is typical of his style.

In his statement to PRINTERS' INK, he did not select any as his "very best" ad, perhaps thinking that any particular one would be difficult to establish as the most effective. He writes PRINTERS' INK the following characteristic letter, which, read with a remembrance of his pronounced success, may, though brief, set other advertisers to reflecting:

CHICAGO, Sept. 7, 1911.

Editor of PRINTERS' INK:

Our idea is that none of the consuming public is going to become sunstruck or frozen to death trying to find out what the advertiser, who pays for the beautifully lithographed posters, is trying to enthuse them to try. We think the poster should be so distinct



THE KIND OF QUICK-ACTING POSTER WILLIAM WRIGLEY, JR., LIKES BEST

the B. V. D.'s has drawn many competitors into the field with a similar pattern. The company has had many suits for unfair competition on its hands. It has prosecuted these with instant promptness and vigor. Competitors might imitate the style, but they must not lay the trade-mark, and the good-will inherent in it, under unlawful tribute. Only recently the company won a suit where one Altman, a small haberdasher in New York, displayed underwear, not B. V. D., with a sign, "B. V. D. style," "style" being in very inconspicuous letters.

The sign herewith reproduced



THE MAHIN ADVERTISING COMPANY has been especially endorsed by The Associated Billposters of the United States as the *only* advertising agency west of Philadelphia fully and properly equipped to handle billboard advertising.

This endorsement is given us because of our long and successful use of poster advertising for our customers.

We maintain a complete department for handling and placing poster advertising. So efficient is it that we can immediately cover the country with billboard publicity. This department is kept at the same high standard as our other departments for every class and kind of advertising.

The Associated Billposters have greatly improved the service of the posting plants throughout the country, thereby increasing the influence and advantages of billboard advertising.

The Mahin Advertising Company, through this official action of The Associated Billposters, is now the *only Advertising Agency in the West* in a position to cover the advertising field to its fullest extent.

*The Mahin Advertising Company gives its customers
a complete advertising service, using such mediums
as are best fitted to their requirements*

Every advertiser contracting for Mahin Service is assured that the most profitable medium for him will be recommended, whether it be newspapers, magazines, billboards, painted walls, agricultural, trade paper or street car cards. For years we have used one, two, or all of these mediums successfully for our customers.

We maintain no advertising agency is in a position to *advise against any medium* or recommend it without *successful experience* in using it.

Each medium has its place; one value of an advertising agency's service is to have the decisive knowledge of when and where the different forms of advertising may be used most profitably and economically for the advertiser.

This is one of the many things we do for our customers. We shall be glad to show you fully what our service is.

Call, telephone, write or wire us for an appointment in your office or ours



Mahin Advertising Company

JOHN LEE MAHIN, Pres. WM.H. RANKIN, Vice-Pres.

H. A. GROTH, Secretary

839-889 American Trust Bldg., 75 West Monroe St.,
Chicago

Newspaper, Magazine, Farm Paper, Trade Paper, Street Car and Outdoor Advertising

that it will stand out like a bright red patch on a crazy quilt, and that it should be so designed that the people who see it, read it without being conscious that they are doing so. You will notice our posters contain very few words, but you can see the "Wrigley's Spearmint Pepin Gum" package for several blocks.

It is the writer's opinion that most people get entirely too much copy on their posters.

Yours very truly,

WILLIAM WRIGLEY JR. COMPANY
WILLIAM WRIGLEY, JR., President.

THE SEALPACKERCHIEF SELECTION

Charles W. Cohn is the man behind the Sealpackerchief hand-

Everybody admits that the word "Sealpackerchief" is one of the most successful of the advertising word-coinings. It at once describes the manufacturer's proposition, and conveys ingeniously an understanding of what the article is. Some successful advertising is the product of much perspiration and prolonged meditation. Not so the word Sealpackerchief. Not long after Mr. Cohn, who runs the International Handkerchief Manufacturing Company, in the Bronx, New York, decided

that, to protect his idea of a package handkerchief, he must give it standing by advertising, he cast about in his mind for the name.

"I have spent many a long hour over the solution of a much simpler problem," he told a PRINTERS' INK representative the other day, when he was describing his selling campaign, "but that morning the right word flashed upon me within two minutes after I had reached for a pad of paper. I had already decided that the letter 'K' was the hinge. 'Seal' prefixed and 'chief' suffixed were the work of less than a minute. I have every reason to feel that the word is as good as any we could have got. It's trademarkable and it described just what we've got to sell. Moreover, in our outdoor and our periodical advertising it is quick in action and every letter is packed

with selling power. We needed just such a word as this, believe me," he said.

He thereupon pulled open two drawers of his desk which were filled with packaged handkerchiefs appearing at first glance not

SEALPACKERCHIEF

TRADE MARK REG. U.S. PAT. OFF.

HANDKERCHIEFS

For Men and Women



On sale where handkerchiefs are sold

**Soft Laundered — Ready for use.
Price and Quality never vary.
Fresh and Sanitary in Sealed Packages.**

See that Seal is unbroken.

REFUSE SUBSTITUTES.



**Made by THE INTERNATIONAL HANDKERCHIEF MFG. CO.
NEW YORK**

SEALPACKERCHIEF'S "BEST" BECAUSE IT WORKS MOST
EFFICIENTLY AGAINST SUBSTITUTION

kerchief. Perhaps it isn't fair, in this connection, to use the word handkerchief when describing Sealpackerchief, for when Mr. Cohn invented the word his purpose was to designate his own brand and a handkerchief, as well.

unlike Sealpackerchief. There were, at a conservative estimate, seventy-five of these. Some of the names were stupidly obvious imitations of the name of Sealpackerchief.

"Anybody is at liberty to make a handkerchief and to sell it in a package," he continued. "Our only recourse was to establish the repute of our brand firmly in the minds of consumers. No use swearing at the clouds of imitative competition which arose the instant we began to build up a business on this basis.

"I am a strong believer in outdoor advertising. It is particularly good for our proposition. All we have to do is to play up the name Sealpackerchief and perhaps picture the product for the benefit of those who will give the sign a closer reading, and there is your selling message.

"We are in our fourth year as advertisers. We used the Elevated and the Subway posters first, not going outside of New York city district. We did not put out the advertising till we had secured 1,200 accounts in New York city. This distribution was sufficient to give us the benefits of a strong campaign.

"Our advertising by posters and other outdoor signs has given us a firm place in the market. I am quite tolerant of unfair competition, for we have established Sealpackerchief with the people, the court of last resort, and the followers-after can pick up the crumbs.

"I have convinced myself that outdoor advertising has an effect which many using the medium have not perhaps realized. It is excellent to interest the children, who will soon be buyers. They will read outdoor advertising when they won't read newspapers and magazines. I feel as certain as I do of anything that fifteen years from now the advertising I am doing to-day outdoors in New York city will be making sales for Sealpackerchief. Often I have observed children studying Sealpackerchief and other outdoor advertising."

Sealpackerchief is also being ad-

Outdoor Advertising

the **GREAT**
Natural Medium
in the
GREATEST
Outdoor Section
of America

The

Pacific **Northwest**

FOSTER & KLEISER, Inc.

SEATTLE PORTLAND
TACOMA BELLINGHAM

"All steel plants and the
utmost in service"

vertised now in *Collier's*, *Woman's World*, *Saturday Evening Post* and the Sunday magazine supplements. The package is pictured consistently. Some of the posters show the packages, in colors, of the dozen special Sealpackerchief brands. The aim here is to acquaint the purchaser not only with the word Sealpackerchief, but to familiarize them with the appearance of the packages, in order that they may better foil substitution, which is the most harassing condition facing Sealpackerchief, as well as other heavily advertised specialties.

THE RUNKEL CHOCOLATE SIGN

Runkel Brothers, Inc., of New York city, are fairly heavy users of outdoor advertising—posters, electric signs, etc. S. Fieux, the advertising manager, when asked to choose the most effective piece of outdoor advertising his firm has ever done had no hesitation



THE OUTDOOR AD RUNKEL BROS. FOUND STRONGEST

in mentioning the electric sign which looked down upon Times Square two years ago.

Many of the readers of PRINTERS' INK will remember this sign.

It was purposely put up at the time of the Hudson-Fulton celebration, so that it should exert a national influence. As a matter of fact, this Runkel sign was one of the most successful ever erected around that famous area. It pictured a cup of cocoa, steaming upward appetizingly in colored lights. It was simple and artistic, with enough movement to please the eye without being sensational.

Mr. Fieux says that he charged this sign fifty per cent to national and fifty per cent to local advertising. He heard from it, soon after it was put up, from all parts of the country. His salesmen were told by merchants of their admiration for the display. It did much to ease the hard work of distribution.

The sign was reproduced in colors on picture post-cards, and these were mailed to dealers and prospective dealers. The same sign last year was erected in Chicago and Kansas City. It is doubtful if three signs ever reached farther, territorially, both Chicago and Kansas City being centers to which hosts of people, dealers and consumers, resort during the year.

HECKER'S BEST AD

The Hecker's flour poster, reproduced here, was selected as the Standard Milling Company's best by Marshall Whitlach, the advertising manager. He found it difficult to decide upon the best. Notwithstanding his selection, he believes there are features entering into the outdoor advertising of his other products which put them in close running for the title. He does not wish to be understood as pronouncing this poster of Hecker's flour as in all respects ideal, but merely that it incorporates to a greater degree than any other certain advertising and psychological principles which he believes should enter into the selling of a product of the grade of Hecker's flour.

Following is his statement:

"The purpose behind the poster is to provide the beholder with a knowledge of the product and its

(Continued on page 67)



STAGE COACH.

Printed by Forbes Litho. Co.



Everywhere

AMERICAN BREWING CO.

PRAIRIE SCHOONERS.
Printed by National Ptg. & Eng. Co.

RIVER STEAMBOAT.

Printed by American Litho. Co.



WESTERN R. R. STATION.

Printed by American Litho. Co.



CANAL BOAT.

Printed by U. S. Litho. Co.



HARBOR POSTER. Printed by Forbes Litho. Co.

About four years ago the Anheuser-Busch Brewing Association started an experimental billposting campaign with George Enos Throop, the Chicago solicitor, and at its completion Mr. Chas. W. Staudinger, their Advertising Manager, wrote him under date of August 31st, 1908, the following letter:

"We consider the first month of a painted bulletin, when it is fresh and new, as worth many times more than the remaining months."

"In adopting posting, with a different design and a new scheme of colors for each month, we intend to make every month a first month."

"So far as we have been able to judge, the results seem to have justified our expectations."

Since then The Anheuser-Busch Brewing Ass'n. have each year practically doubled their posting appropriation until now they are placing through George Enos Throop, Incorporated, a seven months' continuous campaign in all of the principal cities of the United States and Canada.

Under date of August 21st, 1911, Mr. Staudinger writes as follows in reference to this year's designs, six of which are shown herewith:

"From comments received from all parts of the United States and Canada, not only from men, but also women, it would seem that our this year's posters have created more than ordinary interest."

"So many complimentary letters and requests for copies have we received that we have decided to have them reproduced in colors, in sets of five panels, 11 x 20 inches, which will be ready about November 1st."

"The great interest of the public in these posters, is no doubt due also to their excellent execution, and the monthly change of design."

(Advertisement)

ANNIVERSARY

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL.XXIV

NO.1

NOVEMBER
1911



Published at
AUGUSTA, MAINE

NOVEMBER COMFORT

our Big Anniversary Number,
has become a synonym for
exceptional advertising value.

*All Things
Conspire to
Make it Pull*

With **SPECIAL FEATURES** to celebrate the propitious opening of the twenty-fourth year of COMFORT'S career of uninterrupted success, and with other features appropriate to Thanksgiving, November COMFORT will delight its six million readers who expect it as their annual treat. Its opportune issuance at the inception of cold weather, at the very zenith of the fall advertising season intensifies its value.

*November Comfort
Goes to Those Who
Raise the Turkeys*

and the crops that feed the nation. For several years the rush for November COMFORT has filled our advertising space to the limit.

November forms close October 16.
Order early through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

POSTERS

Always Bring Results

As	¶ Posters work every minute of the day and night.	Poster
Old		Advertising
As	¶ Millions look at them hour after hour.	Is
The		A
World	¶ The circulation is limited only by the population.	Short
And		Cut
Still		To
The	¶ An idea published on the bill board is as sure-fire as a spark in a powder magazine.	Record
Best		Breaking
Medium		Sales

For information write

The Promotion Bureau

1620 Steger Building, Chicago

quality in the quickest way, at the least possible expense.

"I was not particular about the slogan, for personally I don't believe people judge of the class of a product from the advertiser's printed claims of superiority. No one will necessarily believe a man is a gentleman because he goes about the street loudly proclaiming it. The public judges a man to be a gentleman or not from his acts and his appearance.

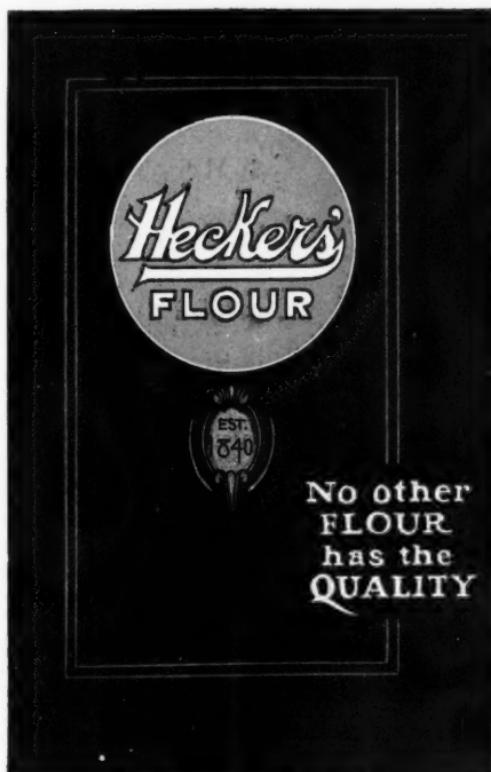
"So with advertising. Saying so doesn't make a product the best on earth. The ideal rather is to lead the public to conclude, from the tone of the advertising, that the product must be good.

"I insisted on simplicity in this ad. Yet I wanted a certain touch of decoration. Accordingly I asked Ben. Nash, then head of the art department of O. J. Gude, to associate with the design of the red disk and the facsimile signature a touch of decoration which would be sure to suggest distinction. I asked that the artist use a plain Egyptian letter in the word Flour, because we wished it to be as severely plain as possible in order to harmonize with the peculiar signature which has been used so many years.

"Why are the slogan and the trademark mounted separately? We wished to be sure that people would see the trademark (the red disk and signature) and its associated ornamentation, that they might get the name of the product and receive a suggestion of its quality. The spacious background gives con-

trast and legibility. It has very little friction.

"After observing the effects of this poster, I am inclined to believe that it delivers its message instantly—not only the name, but also a feeling of quality. Advertisers have only just begun to realize how advantageously art may be joined to practical psychology, not only to save words, but more essentially to convey convincing suggestions of quality possible in no other way."



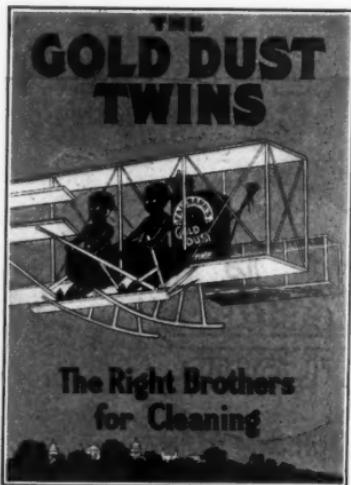
WHEREIN HECKER'S OUTDOOR ADVERTISING TOUCHED ITS HIGHEST MARK

G. H. E. Hawkins, advertising manager of the N. K. Fairbank Company, of Chicago, and author of a recent book on posting, chooses as his best outdoor ad the famous one entitled "The Right Brothers for Cleaning" (The Gold Dust Twins). In a letter

sent to PRINTERS' INK he says:

"This poster is our best outdoor advertisement, and, to my mind, the biggest hit that has ever been made in posting.

"The financial backer of the Wright Brothers wrote a personal letter, asking for a reduced copy for framing purposes, to hang with his other pictures of the Wright Brothers. The Dayton chamber of commerce recently



THE FAMOUS TWINS REACH THE SUMMIT OF THEIR APPEAL IN THIS POSTER

sent us the latest model of the Wright Brothers' airship in photo form, saying the picture we were using was of an old model, and they wanted to see our ad up to date.

"Now, about posting as an advertising medium: The writer believes in posting because it is the brass band of advertising; it makes a big noise, gives larger display than you can get in any other medium except paint (which is a 'big city,' rather than a national proposition), and gives you the limit in the way of colors.

"At the same time, I believe posting is largely a supplementary medium, and should be used only after the thorough introduction of goods either through careful sales work or where the product has been previously introduced through other mediums. Posting is essentially a publicity medium."

"CASTORIA'S" EXPERIENCE WITH UNFAIR COMPETITION

Some manufacturers state that they can afford to ignore unfair competition because those who strive unfairly to make use of the good repute of a known brand will eliminate themselves gradually. But a certain successful advertiser in New York, who was formerly engaged in a small business in the West, thinks otherwise.

"I well remember about twenty years ago when the painted-display and poster campaign of Charles H. Fletcher's Castoria spread from the East westward. It progressed carefully and slowly from section to section in its course to the Pacific Slope.

"Now, it so happened that there was a wide-awake druggist in Washington state who traveled East and took notice of the west-moving Castoria campaign. He was not slow to see the advantage he might take of this.

"He went back home, concocted a soothing syrup, secured money from friends and launched an outdoor campaign on the model of Castoria, which had not yet reached the Western states.

"What was the result? Why, just this. When the Castoria advertising did reach the states of Washington, Oregon and California, it appeared to the trade and to consumers to be a mere imitation of the shrewd Washington advertiser. The Washington soothing syrup had simply got there first by taking advantage of the fact that Castoria did not cover the whole country at once, but went after the market section by section.

"I know that this is true, because at the time I was keeping a drug store in California. Like many other druggists, I sincerely believed that Castoria was a base imitator, and was striving to win the market away from the rival which had had its campaign running for several months. It was two or three years before I found out the facts. Castoria has never

had the business in the Western states that it should have had by rights, because this peculiar species of unfair competition raided the market in advance with ideas suggested by the Castoria advertising."

NEWS NOTES FROM THE OUT-DOOR FIELD

Van Beuren & New York Billposting Company have opened a suite of offices for the exclusive care of their commercial accounts in the Fifth Avenue Building, New York. The theatrical end of the business of this company will, as heretofore, be taken care of by the managers of the Van Beuren branch on Fourth avenue and of the New York Billposting branch at 132 West Sixty-fifth street. The company has organized an art department.

The semiannual meeting of the Pacific Coast Billposters & Distributors Association took place at Portland, Oregon, September 1. George W. Kleiser, of Foster & Kleiser, Signs, of Portland, is president. It is reported that the attendance was the largest of the association's history.

One interesting development was the practical demonstrations of how to erect a model billboard, also how to take it down and move it to another location without destroying or losing any part of the board. This was done for the benefit of the small town billposters present.

The board was built, full size, on the lot adjoining the office of Foster & Kleiser. The processes were demonstrated by doing them. Writes Mr. Kleiser: "This, I believe, is the first actual demonstration that has ever been given at any meeting of the association, and the amount of interest evidenced in the work convinces me that this is a thing that should be adopted universally at each and every association meeting."

One interesting address at this meeting was by a member from Puyallup, Wash., who told how, in that town of 5,000, he was giving "Class A" service.

The first billposting and poster advertising exhibit will be made on an elaborate scale at the New England Industrial and Educational Exposition, which will be held in Boston, October 2-28. This exhibition has been arranged by H. P. Wall, the New England solicitor of the Associated Billposters of the United States and Canada.

Mr. Wall has arranged to erect full-sized sectional steel billboards of the most modern type, and on these, at frequent intervals during the day and evening, men will post posters selected from the finest designs that have been printed. The rear of the space will be taken up with a full-sized board large enough for a twenty-four-sheet poster. At each side will be other boards accommodating an eight-sheet and a sixteen-sheet, respectively.

THOS.H.B. VARNEY OUTDOOR ADVERTISING

**Los Angeles, Oakland,
Alameda and Berkeley**

Painted Bulletin Display

Poster Display

Our aim is to give the best service that can be had; which will bring the best possible Results to the Advertiser.

Our cities are especially adapted to outdoor display, as the people live out of doors all the time.

Why Painted Display Advertising Is Effective

By the Chicago Grocers

Interesting Experience of Argo Starch in Chicago

WE recently sent out circular letters to the Grocers of Chicago calling their attention to the extensive Bulletin and Wall Sign advertising being done for Argo Starch. They were asked to fill in and return to us a card which we enclosed asking them the following questions:

1. Do you handle Argo Starch?
2. Have your sales increased?
3. Why do you consider Painted Display Advertising effective?

Hundreds of replies were received, clearly demonstrating that the Grocer is keenly alive to the advantages accruing to him through this method of publicity.

To the first question the answer was, of course, "Yes," or its equivalent.

The second question was also invariably answered by "Yes," although occasionally varied with "Very much," "Some," or "Many times."

Scores of the cards merely answered the third question with "Very good," "Helps sales," "Everybody sees it," etc.

Some of the more elaborate replies to the last question, WHY DO YOU CONSIDER PAINTED DISPLAY ADVERTISING EFFECTIVE? are as follows:

"Because it helps selling package goods which are much easier to hand out than bulk goods, and are cleaner to the consumer."

"Constant reminder which, seen daily, produces a lasting impression that always brings results. I have never known it to fail. An article advertising on the boards always sells, and possessing merits, continues to sell."

"Everybody that can read, reads them, even children. I think large painted signs attract everybody's eye."

"Outdoor advertising has helped my selling Argo and I have customers that have asked for it just because they saw it advertised and after once trying it they use it always."

"It keeps the people familiar with the name. You know, a thing out of sight is apt to be out of mind."

"Because your signs are in places where people walk and ride continually and cannot help read the signs."

"That is the only ad for any business."

"They keep before the eyes of buyers that particular article they use, therefore they ask for it. It's certainly a successful though silent salesman."

"Always before the buyer's eye when out of doors."

"A person walking or riding has very little to occupy his mind, and a bulletin sign done attractively makes the eyes linger on it sometimes reading it over two or three times. Result—a customer."

"If an article is new it impresses the name on the memory, and is hard to change. The name is essential always."

"A good combination of colors attracts the eye."

"Because it moves the goods."

"Because it naturally puts the starch before the public and they believe in signs."

"Because people who don't have time to read the papers read advertisements that are outdoors."

"Everybody can see it when they come to the store to buy."

"Because they never cease working."

The Thos. Cusack Company offers any advertiser the same effective way of interesting the dealer and consumer. We have in our Sales and Service Department the most capable salesmen who have devoted years to planning display campaigns. We make it easy for the Advertising Agency or Advertiser to place a Painted Display campaign just as easy to buy as a magazine or newspaper campaign.

Any advertiser or advertising agency may have the benefit of the experience of our entire organization in planning, executing and maintaining a Painted Display Campaign.

Thos. Cusack Company

Designs, Propositions and Particulars

CHICAGO NATIONAL SALES REPRESENTATIVES NEW YORK
of the

Painted Display Advertising Association of the United States and Canada

CAN OUTDOOR "HITS" BE MADE TO ORDER?

SOME SCORINGS THAT HAVE WON PLACES IN ADVERTISING'S HALL OF FAME—WHAT IS THE QUALITY THAT MAKES THEM STILL TALKED ABOUT?—HEATHERBLOOM ELECTRIC SIGN A VICTIM OF ITS OWN STRENGTH — WILSON WHISKEY WALL SIGNS STILL REMEMBERED— SOMETHING ABOUT SIGNS YOU CAN'T FORGET

By Lynn G. Wright.

What is that quality in an outdoor ad that makes it linger in the popular memory after the passage of years? Why are some ads that were built for the moment still the talk of the profession and the laity, and why are others, designed cold-bloodedly to be stayers, absolutely forgotten?

Get an old-timer in the outdoor advertising work to revive his recollections of signs that fizzled like a sputtering candle and of others which for some mysterious reason made a sensation. Listen to him while he tells the inside story of each one, and you will come to the conclusion that a famous sign cannot be made to order. Like a speech that becomes embalmed in the "Masterpieces of the World's Oratory," it isn't the ad alone that wins the fame, but the occasion as well.

Two things combine to make an ad talked about: The ad itself and the peculiar state of receptivity of the reading public's mind. The ad builder can make more or less certain of the quality of the ad itself, but he has to do a little guessing on the psychological conditions that must determine whether it will be one of the world-beaters or not.

There is an interesting quality common to all successful outdoor ads, and this is particularly noticeable in those that have made heavy scorings. This quality is the vividness of impression that causes an ad, which was perhaps abandoned three years ago, to be recalled as being seen "only a month or so ago."

Take one of the most famous

outdoor hits, the Wilson whiskey "wall signs" which occupied two large walls on Broadway ten or twelve years ago. One appeared near Twenty-ninth street and the other at Twelfth street. The sign is reproduced herewith.

A gentleman came into the office of the O. J. Gude Company one morning, three years after the sign had been painted out. He remarked: "That was a fine sign of Wilson whiskey I saw *the other day*. It must have done the business."

His hearer smiled and asked the visitor to tell just when he saw the sign.

"Why, two or three months ago," was the reply. "Perhaps six months. Can't be more than that, can it?"

He was a much-surprised individual when he was informed that the ad had disappeared three years before.

One man, eight months after the ad had been obliterated, offered to bet twenty-five dollars that he had seen the ad the previous week.

This Wilson whiskey wall sign, it is stated, did more than anything else to popularize the rye highball. Before the advertiser came to New York with his promotion work, the "chemists" would have lifted their eyebrows if asked for Wilson whiskey. After the sign and the auxiliary advertising attending it had done their work, Wilson whiskey was thoroughly distributed, and the rye highball established in popular favor.

What gave this ad its overpowering effect? The answer is given in the question. Because it was overpowering. It was more dominant than anything ever presented to the public before. It had, in addition, human interest and a bright coloring. Even yet old-timers along Broadway have only to recall this big ad to feel a thirst that would be horribly out of place in Georgia.

The White Rock water is made by the firm that produces Wilson whiskey. There is an interesting story explaining the presence of the clock in the wonder-

Advertising

is a splendid investment for *any* business house.

How much are YOU going to invest in advertising YOUR business during the next twelve months?

Printers' Ink Publishing Co.

12 West 31st Street, New York

Chicago Boston St. Louis Atlanta Philadelphia Toronto Montreal

fully effective electric sign facing Times Square in New York now. The idea of the advertiser was that outdoor advertising can be made *too overpowering*.

Said one of the men connected with the White Rock advertising to me the other day: "You know Oliver Wendell Holmes once said that he never dared to be as funny as he could. So with us. We



A FAMOUS "HIT" OF A DECADE AGO

don't dare to be as powerful as we well might in our outdoor advertising. There is distinct danger that by so doing we would advertise the product into cheapness of estimation. This, of course, is only one individual's opinion, but I have reason for holding this view."

So the clock, it is said, was incorporated in the ad, not only to attract attention, but also to mitigate the overwhelmingness, as it were, of the display.

THAT FAMOUS SKIRT SIGN

Going to show that the full extent of an outdoor ad's fame is often unpremeditated, may be quoted the example of the Heatherbloom sign facing east on Forty-second street, New York, at Seventh avenue. It is a changing

display. The skirt flaps, the rain comes down and, presumably, the fabric is not harmed at all.

What happened? Just this. The ad created such a sensation and carried the fame of the design so far that now A. G. Hyde, the manufacturer, cannot abandon it, if he would. And he has tried. He has offered prizes for designs that would be as good as the one now running. But to no effect. The ad has made itself practically a trade-mark, and with each passing day is establishing itself more firmly as an asset of the business.

Part of the fame of this sign is due to its unrivaled location. Another part is due to the clever design—people are always interested in a motion story, and this was a motion story of the commercial order. It flashed upon the night multitudes before changing ads had become so popular. Here, again, is the combination of the ad and the psychological time.

Of course, opinions of the most famous outdoor ad differ; it depends upon the old-timer whom you ask. One man experienced in the show business, as well as in the promotion of commercial articles, fumbled back in his memory and pronounced the posters of Jumbo, the elephant, the most sensational. These were twelve feet high—big even for Barnum. Special boards had to be built to accommodate them. The big fellow, though now long passed to his elephantine reward, still lives in memory—thanks to the old showman and the power of the poster.

Will any of the ads now running achieve a fame that will make them loom large twenty years from now? A sensational advertising hit, like a straight flush, has a good deal of chance about it.

Will the Bull Durham sign be one of the elect? The American Tobacco Company officials are inclined to believe it may be. At any rate, E. H. Thurston, of the Amsterdam Supply Company, which handles the advertising, says this is one of the few best ads ever put out for Bull Durham. It is entitled the "Royal

BILLPOSTING

BILLPOSTING

Conservation

In Advertising

Is the keynote of my new booklet. The advantages of Outdoor advertising are forcibly treated under this heading. You are welcome to a copy.

Mr. Advertiser—

*I specialize in Billposting.
Let me talk it over with you.
It will pay you to do so.*

HENRY P. WALL

Official Solicitor

FOR THE

**Associated Billposters and Distributors
of the United States and Canada**

JOHN HANCOCK BUILDING

BOSTON, MASS.

Billposting is not an advertising "stunt," but advertising sense. You get full value for every hour your advertisement is displayed.

Victor"—showing the bull in the arena. This was put out through the Thomas Cusack Co., of Chicago.

This ad covers the country, and appears in paint as well as on the boards. Just out of the Indianapolis station a monster painted sign confronts the throngs that come and go.

It was posted in record time. The design was begun in May, about the fifteenth, and the posting was practically finished, in 3,860 cities and towns, ranging in population from 1,500 upward, about the first of July last. This



HOW BULL DURHAM'S CURRENT SPECTACULAR POSTER WAS MADE TO SEEM LIKE A COMING "ATTRACTION"

includes Porto Rico and the Hawaiian Islands. The printing order was the largest ever given by the Amsterdam Supply Company. One concern could not handle it in the time required, and it was accordingly split up among half a dozen of the best-equipped poster-printing houses.

Anyone the least bit informed about posting processes can appreciate how gigantic was the task of posting this mammoth order in the time set.

The posting everywhere was attended by crowds of onlookers. Several unimpressionable posting house managers took the trouble to write telling of the deep interest this "Royal Victor" sign was causing.

In design it is different from anything ever put out by the American Tobacco Company for Bull Durham before. It is distinctly on the order of a theatri-

cal announcement. Some criticisms have been received touching on the alleged unpleasantness of the bloody horse seen lying in the background. But as a rule the spectacular qualities of the ad have made it widely and favorably talked about.

One poster man in Tennessee, noting the similarity to play posters, thought to add a bit to the appeal, and pasted an old slip he had, "Coming," across the face of the poster. He writes that it has made a hit. This poster is pictured here.

At the home office there was a difference of opinion. "Do we want Bull Durham to make a 'theatrical' appeal?" some of the men asked. The conviction came to prevail, however, that since Bull Durham was a "publicity" proposition, any presentation which would get the tobacco talked about, with favorable interest, was a good thing.

Bull Durham is one of the greatest of commercial successes, and its prestige is due almost altogether to outdoor advertising. Some states are "painted" and some are posted. Indiana just now is being covered with 800,000 square feet of painted display.

Locations are carefully looked after. Even high officials of the Bull Durham company not infrequently hunt up positions themselves. Bull Durham appears in all the League and Association baseball parks, with huge "cut-out" signs of the bull.

Ten years ago the sales of Bull Durham were about 3,000,000 pounds a year. Now they are over 20,000,000.

At a conference between the advertising men of the railroads entering Chicago and officials of the National Dairy Show Association, there was started a co-operative publicity campaign for the National Dairy Show at Chicago, October 26 to November 4. Lithographed posters will be hung by all railroads in their waiting rooms of stations in dairy districts and their agents will distribute the advertising matter of the show.

George E. Liscomb, formerly with the Chicago Tribune, and Lord & Thomas, has affiliated with the C. W. Post interests in Battle Creek as advertising manager of the Morning Enquirer and the Evening News.

Posting in Chicago Pays Big Returns

Eliminate guess work and theory in your advertising campaign.

We cover Chicago thoroughly with boards; every street car and transportation line, every possible avenue of travel. The public can't get away from them.

We literally create the demand for your goods.

American Posting Service

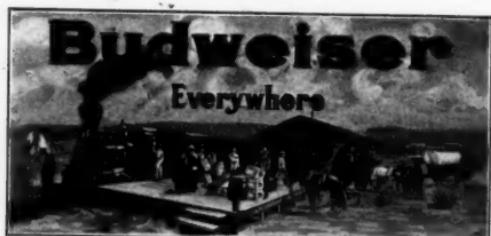
B. W. ROBBINS
President

CHICAGO

WHEN IN THE LIFE OF THE OUTDOOR AD IS IT MOST EFFECTIVE?

At times when outdoor advertisers get together there is interesting discussion about what is the most "pulling" period of a poster or painted display. The experience of the Anheuser-Busch Brewing Ass'n, of St. Louis, throws an interesting light upon this.

This company is one of the strongest poster and "paint" users in the country. Its historical series, one of which is here reproduced, made a deep impression, and it is claimed at headquarters that the results were remarkable.



Charles W. Staudinger, the association's advertising manager, says:

"We consider the first month of a painted display, when it is fresh and new, as worth many times more than the remaining months. In adopting posting, with a different design and a new scheme of colors for each month, we intend to make every month a 'first month.'"

KEYING POSTERS

A New York advertiser says that within a year he will have completed a system whereby he will be enabled to ascertain with something approaching accuracy the business originated by his outdoor, and particularly his poster, advertising.

Some attempts have been made with fair success to key posters. One English advertiser, so it is reported in the English edition of *Printers' Ink*, believes the way to do it is to ask readers to send for a booklet, the title of the booklet being specially given for the billboard advertising. Thus every inquiry would identify the billboard.

RUSHING POSTERS TO THE BREACH

EMERGENCIES WHEN THE POSTER SAVED A CRITICAL SITUATION—THE STORY OF THE VIRGINIA CHEROOT CAMPAIGN—A SENSATIONAL MULTIPLICATION OF SALES—WANAMAKER'S STRATEGY—HOW A LIVE-OR-DIE, PLUNGING POSTER CAMPAIGN SAVED WALTER L. MAIN

By George B. Headley.

Critical trade situations are part of every manufacturer's experience. One man has met them in one way and one in another. Not a few of them have made use of the peculiar adaptability of outdoor advertising to bolster up a weak spot in the distribution or to focus selling energy quickly and powerfully upon some special locality.

One of the most interesting instances of this kind happened at the time the American Tobacco

Company took over the Old Virginia Cheroots. At that time, which was in 1903, anti-cigarette legislation was being vigorously pushed by crusaders in various states. Some states had already passed a law prohibiting the sale of cigarettes. Others seemed on the point of doing so. Altogether the situation was critical, and in view of the immense capital involved in the business, something was due to be done very quickly.

No one except those concerned will ever know what took place behind the closed doors of the executive offices while the matter was being discussed. What took place afterwards, however, is fairly well known. A hurry order went out for a posting of Virginia Cheroots in every state in the Union.

It is presumed, on what seems to be good authority, that the officials controlling the sales decided that they would do well to an-

ticipate legislation by putting upon sale a substitute. The cheroots retailed three for five cents and, being all tobacco, yet decidedly smaller than a full-sized cigar, would still give the tobacco company a market for "short smokes."

In January of 1903 the posting began. The company which had the posting contract began operations in Alabama. Every location, whether it was churchshed, wall, boards or what not, was carefully determined in advance, and with an admirable systematization the posters were rushed to the vacant spaces. Eight-sheet posters were used for listed sites and two-sheet posters for what are called "chance-mayoffer" positions.

The large posters were peculiarly striking. They could be seen half a mile away, reaching insistently out from a mass of other advertising to lay claim upon the attention. The design was a circle, in the center of which was painted the package with the cigars represented as sticking in-

vitably out. The color scheme was red, black and white.

In February, about a month after the posting had begun, the South, with the exception of Texas, had been covered thoroughly. The agents then began to put up the advertising from the Pacific Coast eastward. By May the posting had reached Indiana, having covered all of the states west of that. And it took one month more to cover New York and Pennsylvania.

The result was sensational. The advertising created such a demand for cheroots and the cheroot style of "smoke" that the market was absolutely cleaned out of everything resembling a cheroot in the remotest way. Stock made even by other concerns than the tobacco company which had been on the dealers' shelves for months was absorbed. The American Tobacco Company built new manufacturing plants at Lancaster, Pa., and Cincinnati, O.

The sales, when the American

BUSINESS GETTING POSTERS

BEAR THIS IMPRINT

THE U.S. LITHOGRAPH CO.
RUSSELL-MORGAN
PRINT

HOME OFFICE
Norwood
CINCINNATI, OHIO

NEW YORK OFFICE
1493 Broadway

CHICAGO OFFICE
1131 Association Bldg.

Tobacco Company took over the Virginia Cheroots, amounted to about 50,000,000 a year. Six months later, in the following June, when the posting had just been completed, the sales were running well up to 150,000,000 a year.

The tremendous posting had created this market. Since that time the sales have gradually increased until to-day they amount to about 200,000,000 cheroots a year. The billposting campaign of 1903 gave them enough momentum to reach 1911 with sales larger than even the managers had ever dreamed of.

John Wanamaker, of New York, has employed outdoor signs very cleverly. When the new Gimbel store was opened on Greeley Square, in the spring of 1911, some people thought it meant that Wanamaker would lose a lot of business. But as things turned out there was no particular worriment in the Wanamaker establishment. On the contrary, the promoters of the sales made up their mind that the occasion offered them a good opportunity for pushing their business still further.

It will be remembered that the Wanamaker establishment is down at Eighth street and Broadway, far removed from the so-called retail district adjacent to Herald Square. The Wanamaker store occupies a position of "splendid isolation," to use a term of diplomacy. The group of stores around Herald Square and lower on Sixth avenue, near Twenty-third street, work to bring together a wonderfully large shopping public. The advertising of all these stores co-operates to bring this tide of people here. But Wanamaker must create his own crowds.

Therefore, the sign was placed on Thirty-second street facing north over Greeley and Herald Squares, where Thirty-fourth street is intersected by Sixth avenue and Broadway. It bore the legend of John Wanamaker's name in towering letters, and below was a hand pointing down to Broadway, stating "Take the

Broadway cars to Eighth street." This piece of strategy was laughingly appreciated by the people who came to shop at the Herald and Greeley Square stores. It seemed to say, "If not having found what you want in the Sixth Avenue stores, suppose you try one that is able to answer every demand both as to quality and quantity."

The Hearn store uses signs with an eye to strategy much the same way. It has them in Harlem, where people uptown, intending shopping there, see them and receive the suggestion that there is another good store on Fourteenth street.

Hearn's signs are also on the Twenty-third street ferry-boats, to suggest to the Jersey commuter bound for a New York shopping trip that he can take a car at the ferry which will take him past Hearn's store. The idea seems to be to put out the right suggestion at the time the consumer is most receptive.

The theatrical business would be like a stray lamb without the mobile poster to give it aid and comfort. A well-known poster man whose memory runs back for a quarter of a century was telling how a plunging poster campaign rescued a well-known show man from financial ruin.

One day in the eighties, Walter L. Main, the circus man, counted the money in his drawer and found that he had just \$112.00 in cash. Fortunately, all his local debts had been paid, and tickets for himself and troupe purchased out of Columbus, Ohio. It seems, however, that Main was indebted to the extent of about \$20,000 to the printing company which had been supplying him on faith with poster material. Things did not look at all bright.

Just at this time it occurred to him that it might be wise to call in Melville Raymond, who was spectacular in his methods of promotion. When Raymond had learned the situation, he knew that only heroic measures could save the show.

He proceeded to Louisville, but here he found the town quar-

tined with smallpox. He went back to Evansville, took \$100 of the showman's \$112, and went to Connellsville, Pa., having in ways best known to himself secured credit for a printing order for posters from an Ohio jobber. He posted Connellsville and the surrounding country as it had never been posted before. He wired Main that "he might as well be hanged for a sheep as a lamb," and that "he was going to put it on thick while the paste and credit lasted."

With forty men working like beavers, he plastered the country through to Ravenna, Ohio. There, two months later, he was greeted with a telegram from the showman. "Come at once," it said. Raymond went. He had not heard how the show was doing, and he fully expected that he was being called in to witness the formal demise of the show.

He hunted up Main in his hotel, and found him hobnobbing with a group of men in an impressively legal atmosphere. Raymond thought that it was all over.

Main, however, jumped up with a shout of joy when he saw him and grabbed his hand and introduced him to everybody present. "Here is the man that pulled us out of the hole," he said.

In the hour that followed, Main produced cash to the amount of \$20,000, paying off all of his indebtedness to the printing house, with interest. The emergency posting had been extraordinarily successful. It had made people a-quiver for the Main circus and brought them at daylight with the money in their hand, eager to push it through the window of the box-office.

In this campaign Raymond and his men put up 12,000 sheets a day.

Of course, one may call this taking a long chance. The showman, as well as Raymond, were playing to the limit against the possibilities of bad weather and of heavily competing attractions. The show, however, had the "break" in luck, and advertising did the rest.

There is a peg in our shop for some man's hat

We want a man without awe of accepted advertising and sales theories—who every now and then takes a day off and thinks for himself.

A man who didn't get all his knowledge of advertising from advertising men.

Who sees deeper into trade work than folders, booklets, window displays, and invitations to co-operate. Who realizes that an appeal to the dealer's generous side has little value if it comes from the manufacturer's selfish side.

A man who doesn't use the steam roller as his pace maker in handling the King's English.

Who knows the value of "looks" in an advertisement—and the danger. Who considers advertising copy a message, not a design. Who realizes the difficulty of making facts read like facts. Whose assertions don't sound like contentions.

A man who realizes that the public is not a solemn dummy. Who doesn't let his "straight from the shoulder" ideas interfere with his sense of humor.

Sounds like a catalogue of virtues, doesn't it? We don't expect to find such a man. But we do want a man who is aimed in that direction. We will promise him a salary modest enough to ward off stage fright.

We shall be glad to meet him after he writes. Please write fully.

Blackman-Ross Co.

ADVERTISING

10 East 33d Street, New York

GETTING THE MOST OUT OF ELECTRIC SIGNS

SIZE GETS ATTENTION IN GEOMETRICAL PROPORTION—INCREASED VALUE EXCEEDS INCREASED COST—CERTAIN KINDS OF SIGNS IDENTIFIED WITH CERTAIN LINES OF BUSINESS, TO BE AVOIDED BY OTHERS—ILLUMINATION OF PAINTED DISPLAY SIGNS—FROM CONVENTION ADDRESS

By L. D. Gibbs,

Superintendent of Advertising, Edison Electric Illuminating Co., Boston.

I think one reason why there have been such rapid strides in advertising is that every advertising man is a crank on at least one phase of the business. Most of us are mild-mannered, harmless cranks, but the very fact that on some line we think our way is the best makes us ready to stick and defend our ideas. When we begin to defend we dig up the points from all sides and we are bound to improve our methods, we are certain to increase our own knowledge of the subject and the result is steady growth, for I know that cranks though we may be we want to improve our own work as well as that of our associates.

Electric sign advertising, of course, includes a marvelously wide field of activity. We can scarcely realize that what we now regard as feeble and ineffectual attempts to catch the eye with the little incandescent lamp were once samples of marvelous advancement in electric business-getting. It makes us pause when we think of the point of view of the little boy in the story. He was taken along busy Broadway to see the signs and bright lights, but he made no comment until he reached one of the crosstown car lines where he waited several minutes to look at the novelty of a horse-drawn street car. For that twelve-year-old boy our commonplaces of yesterday were the novelties of to-day.

The great contrasts in the development of electric sign advertising may be noted by a trip

through the side streets or the slums of our larger cities. We step from the brilliantly lighted thoroughfares with their tremendous signs, where floods of light roll along the streets, into the regions where little signs cast a feeble light and a few panes of colored glass make almost hopeless attempts to attract attention.

I think we are quite likely to narrow the field of advertising by electric lights, to signs with reading on them or with some peculiar flashing designs, but as a matter of fact everywhere a light glows we can find a call. The little light that burns over the doctor's or the undertaker's doorbell, the red lights burning in the theaters or the convention halls over the word "Exit," and some other red lights—in drug stores, in front of police stations, over fire-alarm boxes and elsewhere, all carry a message. The little hash-house on a side street may have its sign, "Café" or "Lunch," or even may rise to the dignity of "Restaurant," but it is calling for business in its feeble way.

The field is so large that it is wandered into from every side with varying successes. There are small transparencies for the small stores, cheap signs illuminated by the reflected light of one lamp for the small advertiser who may, however, get into the national field some day; and there are the galloping horses, the foaming beer steins, the billiard games in operation and so on up through the scales of size and cost to dizzy combinations of color and design.

I have no actual figures upon which to base my deductions; I have not been able to check my theories with so-called "results," but I believe that at least one form of advertising-value of electric signs increases in geometrical progression as the cost of constructing the sign increases; that is, power to attract attention. That means that a sign costing \$10 may be expected to attract the attention of forty people in a given time, while one costing \$100 may be expected to attract the atten-

"As Much as The Times"

has become a household word in Seattle. To carry as much news "as The Times" is the criterion of all newspapers in the Pacific Northwest. To carry as many photographs "as The Times," to print as good cartoons "as The Times," to possess as good franchises, and have as large a circulation "as The Times," is the dream of Northwest publishers.

To be as loyal to the common people year in and year out "as The Times," is a performance not to be surpassed.

To do as much in its columns for, and give as much in cash to civic enterprises "as The Times" is the mark of good citizenship, equaled by few and excelled by none.

The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, by "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

For the first seven months of 1911 The Times has carried PAID advertising in excess of its nearest competitor's TOTAL advertising to the amount of

103,798 Inches

This is an average for each month of

14,828 Inches

All this lead in advertising on the part of The Times was scored under a strictly maintained rate card, and was PAID SPACE.

TIMES PRINTING COMPANY

Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

NEW YORK

KANSAS CITY

CHICAGO

tion of 1,600 people. This assumption, of course, is made with the understanding that both signs are displayed in localities frequented by a sufficient number of people to make the comparison fair.

This does not mean, however, that the forty people in one case and the 1,600 in the other are attracted with sufficient power to bring sales, but is simply my idea of what such signs can do in catching the eye. A man may easily be attracted by the light or the design of a sign and not carry the impression away with him of what the sign is for.

I do not believe that a sign costing \$10, put in a locality that is large enough to make a \$100 sign effective, will have much, if any, commercial influence. It might possibly attract the commercialized attention of one person. The \$100 sign, however, may be reasonably expected to exert a commercialized influence over at least ten people.

Above these costs I believe the proportion of attention-compelling influence will increase in much greater proportion to the outlay. Above the \$100 figure I believe the advertiser gets the value of increased dignity of construction and design. He gets more pronounced detail; he gets better color schemes and more of them, and such signs are consequently more attention-compelling.

Another important point with the more expensive signs; they surround the commodity advertised with a certain dignity: they give the product "class." Expensive construction for signs to advertise cheap products is by no means a poor investment. Several kinds (of what are claimed to be excellent brands) of beer and other liquid refreshments sell over the bar at very low prices, but hundreds of thousands of dollars are spent in the construction of remarkably attractive signs to advertise these beverages. A consumer likes to know that the things he eats, drinks and uses are dignified with big places in the advertising world.

Some kinds of display advertising are distinctly connected with

particular commodities and lines of commercial activity. No man need look a second time at the four-armed contrivance revolving red, white, blue and green incandescent lamps before his face. It is in an optical shop, and ten to one it is a cheap shop at that. The sign with the so-called rat running around the edge, nine times out of ten calls attention to a secondhand clothing store, a ticket scalper's office, a small theater or some cheap brokerage establishment. I am surprised that the pawnshops have not yet awakened to the fact that they could hollow the wooden "gold" out of their three-ball signs and make them lustrosly incandescent at night by inserting incandescent lamps.

To my mind the bigger the sign, if it holds to lines of dignity, the bigger must be not only its attention-compelling capacity but its selling capacity. The trouble with so many of our great signs to-day is they are too intricate; the designers have lost sight of the fact that to enable the mind to receive any lasting impression the object viewed must remain quiet for a second or two at least.

This is the one criticism that may be made of several of the biggest and most fanciful signs in the country to-day. The observer is grabbed and carried along by the sense of restlessness, the hurried rush and tear of the whole display; his powers of observation, and, consequently, his mental impressions are impelled to such a pace that when the reading or selling talk comes on he jumps it practically without thought.

We must at no time forget that the simplest things are usually the most forceful.

The ordinary billboard sign, equipped with a simple, inexpensive hood reflector properly arranged to give complete illumination over the reading surface, has an attention-compelling and a commercializing value far in excess of the expectations of most people. Its value in all ways is certainly far and away greater in proportion to the outlay than can

Department Store Advertising Tells the Story

During May, June and July, 1911

The CHICAGO EXAMINER gained 41,694 lines
The Chicago Tribune lost - 31,949 lines

Compared with the corresponding period of last year

THE REASON

the Department Stores and all other advertisers continually increase their use of The Examiner is because they have learned that its City circulation—equal to that of the Tribune and Record-Herald combined—pays better than any other newspaper. They know that it is

Chicago's Greatest Salesman

The Chicago Examiner

posted a forfeit of \$5,000.00 several weeks ago to back up its statement that within the limits of Chicago, THE EXAMINER has a greater circulation than the combined circulations of the Tribune and The Record-Herald.

The forfeit still stands without takers and the conditions still exists.

New York: 25 E. 26th St.

Chicago: 10 S. Franklin St.

be claimed for great numbers of our so-called unique flashers. It has a twofold advantage of being able to do full duty during daylight hours and then with the light reflecting upon it it has remarkable attracting power during the night hours.

It would seem as though illuminated signs of this kind read easily in the daytime, and even more readily at night, would be utilized much more by national advertisers. Of course, the public lighting companies are glad to have the business that comes to them in the operation and lighting of the big novelty signs. They would be equally ready, however, to further the development of the ordinary illuminated billboard sign business. It is a simple way of reaching the public at a time when they least expect it.

The illuminated board signs of Boston are excellent commercializers. Experts in other lines of advertising take their prospects to study the crowds and see how particular lines of advertising attract. It is only necessary, if you choose to investigate the subject, for you to watch people passing along a thoroughfare that has illuminated billboard signs. I have seen people absorbed in books and newspapers turn to look at lighted billboard signs and they had the pleasure of seeing all there was of them in a brief glance. The trouble with so many of our flashing signs is that they take too long to tell their story and, paradoxical as it may seem, they tell it too quickly.

Few people realize to-day what the illuminated sign advertising business has done to brighten our streets and turn our city nights into day. Everywhere one turns are the lights—in windows, over doors, in the street lamps, in the signs extending over the sidewalks and in the great signs projecting above the buildings into the heavens from the horizon of night.

The Commercial Club, of Biloxi, Miss., is preparing an advertising campaign along the same lines as that of last year. Papers in the North and Northwest will be used.

PROGRESSIVE SPIRIT SHOWN AT NOVELTY MANUFACTURERS' CONVENTION

EIGHTH SEMIANNUAL MEETING OF THE INDUSTRY PROLIFIC IN IDEAS FOR THE PROMOTION OF THE USE OF THE SPECIALTY AS A MEDIUM FOR ADVERTISERS—WHAT WAS SAID AND DONE

The eighth semiannual convention of the National Association of Advertising Novelty Manufacturers was held at the Hotel Imperial, New York City, September 12-14.

In addition to the members of the Association the convention brought together many of the principal calendar concerns, most of whom were represented by excellent displays of calendars in the various rooms adjoining the convention hall.

The three-day session was originally laid out to include numerous speeches, but owing to the inability of some of the members to prepare their addresses in time, general discussion on the topics outlined by all present was substituted, with profitable results.

Tuesday was devoted to the routine business of the organization, and completion of unfinished business. George L. Greenburg, of the Greenduck Company, of Chicago, spoke at some length upon "Creating a Central Credit Organization; its Benefits and How Managed." After some questions, a committee was appointed to investigate the matter and report at the next meeting.

The following day was given over to discussions of the various difficulties encountered by novelty manufacturers in securing salesmen, getting good service from them, and in determining their reliability. "The Best Method of Obtaining Salesmen and What Shall be Required of Them," was the title of a paper read by Charles Q. Petersen, of the Advertising Novelty Company, of Chicago. The question of furnishing salesmen with samples was also gone into.

In the afternoon, following sev-

EIGHT MONTHS

The New York Times published in the eight months of 1911 a total of 5,129,847 lines of advertisements, compared with 4,711,649 lines in the corresponding period of last year, an increase of 418,153 lines—a greater gain than that of any other New York morning newspaper, without exception.

Of high-class **DRY GOODS** advertisements, The New York Times published in the eight months of 1911, 1,496,659 lines, compared with 1,132,725 lines in the corresponding period of last year, an increase of 364,934 lines, and a greater gain than that of any other New York morning or evening newspaper.

Of **FINANCIAL** advertisements, on which The New York Times exercises the strictest censorship and prints the greatest volume of any morning or evening newspaper in the United States, the volume printed was 515,724 lines, an increase of about 155,000 lines more than any other New York newspaper, morning or evening.

Of **RAILWAY AND STEAMSHIP** advertisements, The New York Times printed in the eight months of 1911, 341,946 lines, a greater volume than that of any other New York newspaper, and over 50,000 lines more than the next New York morning newspaper.

Of **BOOK** advertisements, The New York Times printed in the eight months of 1911, 196,786 lines, a gain of about 78,000 lines over the corresponding period of last year, a greater volume than in any similar period in previous years, and greater than that of any other morning newspaper in the United States.

Of **HOTEL AND RESORT** advertisements, The New York Times printed 247,346 lines in the eight months of 1911, 66,786 lines more than in the corresponding period of 1910, a greater gain than that of any other morning newspaper.

Of **REAL ESTATE** advertisements, The New York Times printed in the eight months of 1911, 625,178 lines, representing the highest grade offers in the Real Estate field.

Of **AUTOMOBILE** advertisements, The New York Times printed, in the eight months of 1911, 315,031 lines, a greater volume than in any similar period in its history.

In the great metropolitan district, with nearly 7,000,000 inhabitants, The New York Times reaches the largest circle of prosperous readers and gives more remunerative returns to advertisers than any other newspaper in the world.

The New York Times

"All the News That's Fit to Print"

eral talks, a committee was appointed to report upon the advisability of establishing a central collection agency.

Wednesday night, the Association gave a banquet. The toastmaster was H. F. Hosley, Eastern manager of *Novelty News*. Speeches were delivered by L. E. Pratt, of the American Art Works, and by W. H. Ingersoll, of the Ingersoll Watch Company; L. A. Burrell, of the Stuebing

were elected—four regular and three associate.

The next meeting will be held at Chicago, on the second Tuesday, Wednesday and Thursday of March, 1912.

Mr. Ingersoll in his extempore talk at the dinner said that the novelty makers had something to sell which was very alluring to the manufacturer. He asked what part the manufacturers of novelties were taking in the national



NOVELTY MANUFACTURERS' DINNER AT THE IMPERIAL

Company, and J. M. Hopkins, of PRINTERS' INK.

In the closing session on Thursday morning, the novelty manufacturers listened to a very interesting address by H. H. Longfellow, of the Walker-Longfellow Company, of Boston, on "The Value of Proper Distribution of Advertising Specialties." Mr. Longfellow emphasized the necessity of instructing salesmen to show advertisers and manufacturers that proper distribution is essential to ultimate success in using novelties and specialties. The convention closed with a discussion of costs and details of cost accounting led by A. R. Schulz, of the Keller Crescent Company. Seven new members

movement of all advertising interests. He went on to remark:

"Are you doing anything with the advertising organizations that are trying to find some principle for guidance in general advertising work? Are you helping to formulate a science of advertising?

It seems to me that the logical next step for you to take is to investigate and see if it is not worth your while to take part with all advertising men in coming to a better understanding of what advertising is and how it can be employed more generally from the top of the business scale down to the local retailer.

"It has seemed to me, as a buyer of novelties, that the men

The
**San Francisco Chronicle
 Gains in Advertising**

The Leading Paper of the
 PACIFIC COAST
 is the
San Francisco Chronicle

The Most Powerful and Influ-
 ential Paper on the Pacific Coast
 is the
San Francisco Chronicle

August, 1911 Over August, 1910

"Chronicle" Gains
Total Advertising, 20,748 Lines
 CALL LOSES

25,382 Lines

"Chronicle" Gains
Local Display, - 20,552 Lines
 CALL LOSES

8,162 Lines

"Chronicle" Gains
Foreign Display, - 7,840 Lines
 CALL LOSES

2,394 Lines

**Summer Resort
 Advertising**

FOR
 THIS SEASON

"Chronicle" - 150,447 Lines
 "Examiner" - 101,640 Lines
 "Call" - - - 97,394 Lines

**Automobile
 Advertising**

"Chronicle" Leads As Usual
 for 8 Months of 1911
 "Chronicle" - 186,510 Lines
 "Examiner" - 183,271 Lines
 "Call" - - - 147,085 Lines

CHARLES J. BROOKS, Eastern Representative
 213 Temple Court, New York City.

you send to me are not properly prepared to see me. They do not always seem to understand the function of their wares. I say that realizing that the same indictment can be brought against the salesmen for almost any line of merchandise, but that does not excuse it. What is the function of the advertising specialty?

"I have only a vague conception of it, and yet it seems to me that you men should co-operatively find out how specialties can be employed with the many other kinds of advertising which a manufacturer or a business house can reasonably use.

"There are movements going on and aimed to get at the understanding of the advertising and selling problems. I believe I could make money at times, with the right guidance, in specialties or almost any other kind of advertising there is, but none of us can understand enough about it."

Charles B. Miller, whose firm is official cost-keeper for the American Brass Founders Association, the National Bureau of Metal and Spring Manufacturers, etc., took for his subject the matter of costs and his remarks were followed by a spirited discussion.

L. A. Pratt's address will be printed, in part, in a later issue, as well as the most important extracts from some other addresses.

J. M. Hopkins, general manager of PRINTERS' INK, spoke, in part, concerning the qualifications for a good salesman of advertising novelties. He suggested that it is always well to be sure an advertiser's selling plans are ready for novelties, before inducing him to invest capital in the medium. This is true also of other forms of advertising.

Manufacturers judge the desirability of any advertising medium, he said, not from its cheapness, but from the likely good it will do them. Given the right salesman who can submit a plan for the use of novelties to the advertiser, many manufacturers will be only too glad to listen to your proposition. Would it not be well to adopt Mr. Ingersoll's suggestion and develop men who will

uniformly have the ability to devise selling plans, as related to the novelty, as well as the capacity to sell them?"

The earnestness of attention accorded each speaker, as he suggested some new progressive thing, evidenced a spirit of earnestness to develop the use of specialties along the best lines that augurs well for the industry.

TALKS EXPOSITION TO AD MEN

"The land exposition is just beginning to develop in America. In Europe it is now considered one of the institutions of paramount national importance," said Max Rosen, general manager of the Texas Land Exposition before the Houston Adcraft Club September 6.

He explained that his decision to conduct the coming land show free from dancing, vaudeville and side show attractions was in keeping with the modern tendency to specialize in expositions.

He declared that the agricultural fair was doomed. Of the 1,800 fairs held in the United States last year none was a financial success. The reason for this, he said, was because no definite plan was followed, no layout or conformation that indicated any idea of a future growth.

New members made short talks in response to an announcement that in the future all newly admitted members will be required to tell the club "who they are, what they do, and why they joined the club."

Colonel Frederick Opp, of Llano, complimented the members of the club and of the Texas Admen's Association for the work they did in bringing the convention of the Associated Advertising Clubs of America to Texas next year.

LOOKING FORWARD TO DALLAS

Secretary Richard Haughton, of the Dallas Advertising League, has received letters from many advertising clubs in different parts of the country showing that the greatest enthusiasm was generated by the Boston convention and that a large proportion of those who went there are committed to the "On to Dallas" movement of 1912.

NOT UP TO ITS CLAIMS

Bald Patron—"Here! I've rubbed this dope on my head for three weeks without result, yet the advertisement said it would grow hair on a billiard ball."

Druggist—"Well, how do you expect it to grow hair on a billiard ball when you rub it on your head?"

A Benton Harbor, Mich., grocer advertised a nationally-known brand of flour as "cheap, inferior flour, \$3.75 per barrel," and is being sued by the manufacturer.



"Strathmore Quality"

Book and Cover Papers

Their colors and textures "chime in" with your thoughts.

They express the very mood of your printed message—lend it a delicate charm, a quiet dignity or a sturdy strength, as desired.

In choosing stock for your advertising literature, ask your printer to show you the "STRATHMORE QUALITY" Sample Books—or we will send them.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

SUCCESSOR TO

MITTINEAGUE PAPER COMPANY



The Fall Fabrics have arrived; when will you?

vroom-
tailor
Eleven fifty five
Broadway
 at 27th Street

WHAT CONSTITUTES A "HUNDRED-POINT SALESMAN"?

NEED FOR SALES MANAGER TO KNOW HIS MEN FOR THEIR PERSONAL QUALIFICATIONS AS WELL AS FOR THEIR SALES FIGURES—LOYALTY, CHARACTER, ENTHUSIASM, KNOWLEDGE, AND CONFIDENCE SHOWN TO BE ESSENTIALS—FROM ADDRESS BEFORE SALES MANAGERS' CONVENTION, CINCINNATI

By Ernest T. Trigg,
 General Manager, John Lucas & Co.
 (Paints), Philadelphia.

The question of "What constitutes a hundred-point salesman" is one in which every employer of salesmen is most vitally interested, and which they would like to have answered positively and definitely.

Unfortunately it is not possible to analyze the individual known as a salesman by any set rules which we have learned from books.

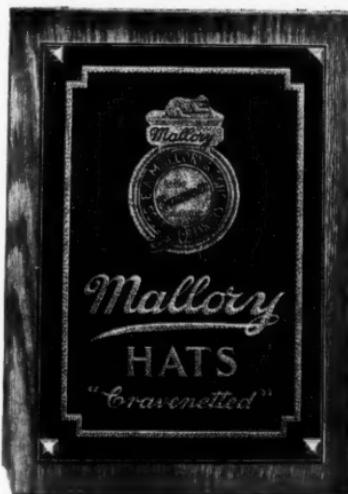
The sales department itself can be analyzed and the producing value of each man in the organization can be figured down to the fraction of a per cent showing the relation of each salesman's cost to sales, to gross profits, to net profits, and showing also the sales per capita, per town, etc., etc. While this kind of analysis is absolutely essential to the sales manager, it does not in all cases tell the whole story. The analysis of the salesman himself, representing as he does a strong personal element, presents a most difficult problem not subject to consideration from a set of prescribed rules.

No two people are identically the same in every single particular going to make up their personality, and consequently no two salesmen are identical with one another and cannot, therefore, be measured by precisely the same standards.

I want to say a word about the relation of the sales manager to the salesman. I believe it is just as much the business of the successful sales manager to study the

personality and peculiarities of his salesmen as it is the duty of the salesman to become acquainted as quickly as possible with the personalities and peculiarities of his customers. While the sales manager must of necessity have the respect and confidence of the salesmen at all times, and must handle them with a firm hand, yet he should encourage and establish as soon as possible a close personal friendship with each individual in his organization. He should know all his men sufficiently well to be able to handle them in a way which will bring the fullest response, loyal support and co-operation from each individual. Sometimes I believe the sales manager forgets that the salesman is a human being and as such is susceptible to a little kindly consideration and a little friendly interest. The sales manager who continually thinks of the salesman working with him as merely a form of servant and as a piece of necessary machinery to be handled without any thought or consideration whatever, is making a serious mistake; such treatment breeds discontent and disloyalty, both of which are strongly reflected in the final results.

We have all, no doubt, known of sales managers who, failing to grasp the immense importance of the salesman to their own success as well as the success of the house, have loaded themselves down with a mass of detail work which ties them to their desks and gives them little if any time for that kind of personal talks with their men so necessary to both. It is hard to conceive, for example, how a live, thinking sales manager can allow himself to be so occupied with minor affairs that he keeps one of his own men waiting outside his office for hours for a chance to talk something over with him, or again, how he can send his man away with the scantiest attention, perhaps only a word or two, when what he needed was some real advice or maybe only a few pleasant words, a hearty handshake and a spoken "Good luck to you"



Advertising Signs Richly Wrought in Leather

Manufacturers who are careful that their display signs shall bespeak quality for their merchandise—and who know that the merchant is surest to give prominence to signs which possess genuine decorative value—will enthrone over Display Panels made by

The LEATHERSMITH SHOPS

Wrought on fine leather and mounted on solid oak or any other wood, they admirably convey the impression of substantial quality.

And their richness and novelty insure a prominent and permanent place for them in the retail store.

Specimens and quotations immediately forthcoming on request.

Special Representatives:

Chas. W. Schaefer, Jr.
635 Hudson Terminal Bldg.
New York

L. B. Newell
170 Summer Street, Boston

R. R. Johnston
312 Cassell Block, Milwaukee

J. A. Kerr, 414 Rockefeller Bldg., Cleveland
Main Office, 1033-35 Race St.
Philadelphia, Pa.





when he left, to enable him to make the day spell "success" instead of "failure." I tell you, gentlemen, the personal element is one of the strongest features in the selling game to-day, and the stimulation which comes to the salesmen from the right kind of personal interest and friendship on the part of the sales manager cannot be overestimated.

The salesmen are the greatest asset in any business, and as such should be given all possible care and attention in order that their usefulness may measure up to the maximum.

The final answer as to whether or not a certain salesman is a success depends largely upon the business, its policy, etc. Depending upon the manner of conducting a business, any one of the following results might be said to serve as a final conclusion:

Total net sales.

Total gross profit.

Total number of customers.

Total sales per capita.

Total net profit.

And yet objection can be honestly made to any one of these conclusions. The net sales is, of course, of much importance, and yet in some business it would tell but little, as in the case of a manufacturer or jobber handling a diversified line, consisting of many different articles on each of which the gross margin of profit differs. The salesman with the largest sales might be working entirely on the lines of the least resistance, selling the products which were easy to sell, and which at the same time carried the smallest profit margin, which is usually the way of it. In such cases it is possible that one salesman credited at the end of the year with, say, \$200,000 sales has not actually made as many dollars' gross or net for his house as another whose sales totaled only \$100,000. In such a case, if the gross profit on the \$100,000 man totaled the same as the other, the smaller business would be preferable as the expense incident to handling the business would be materially less and the credit risk correspondingly reduced.

Total gross profit would not be a safe rule by which to be guided for the one reason alone that the direct expenses of the salesman might be entirely out of proportion to his sales or to any other salesman in the organization.

The total number of customers would in the ordinary business count for little, without a knowledge of the individual purchases and the profit on the business.

The sales per capita in a territory is a very interesting figure to know. It shows the relative business being done based on the consumption, or in other words, the possibilities, yet, while in a thinly populated territory it might show a comparatively high figure, yet the expense of getting the business be away out of range with the total returns.

The final net profits due to a salesman's efforts comes more nearly saying the last word on the subject, yet here again is room for debate, on the question of the territory conditions and whether or not it is being worked to the best advantage. I have known of an instance where the salesman in an organization, considered as its 100-point man because his final net profits were the largest, was attempting to hold down about five times as much territory as he could possibly work thoroughly, with the result that he worked only the larger towns, passing up entirely the smaller places, which in his particular business were most fertile, yet he held on, refusing to give up any part of his field. You may say it was bad business on the part of the sales manager to allow this to continue, and so it was, and it did not continue long in that instance, but it is not always possible to change such conditions immediately, and when continued they stand distinctly in the way of progress.

The conclusion that the final net profits due to a salesman's work show his success, however, can hardly be challenged, assuming that his territory is properly arranged and that his methods of operation are all in themselves strictly in accordance with the

LIPPINCOTT'S MONTHLY MAGAZINE

Enlarged and Broadened

but run on the same lines which for over 40 years have made LIPPINCOTT'S appreciated by the solid people of the community.

Thirty-two pages have been added to the Magazine, including a Financial Department, in charge of a well-known expert in the financial world, and an Automobile Department of interest to every owner of a car.

High-class fiction has been and, with some new and entertaining features, will continue to be the main characteristic of LIPPINCOTT'S. A new novelette by Amélie Rives (the Princess Troubetzkoy), author of "The Quick or the Dead," will appear in the October issue.

Guaranteed circulation, 55,000; rate \$60 a page.

J. B. Lippincott Company PHILADELPHIA

BOSTON—24 Milk Street
NEW YORK—1111 Flatiron Building
DETROIT—Majestic Building
CHICAGO—First National Bank Building

LIPPINCOTT'S MONTHLY MAGAZINE

policy of the house. This little qualification I have just added is extremely important and it is my opinion that the salesman should be judged from the standpoint of whether or not he measures up to the general requirements, adapting himself perfectly to the policy of his house, and on such a basis determine his showing. It is not always the salesman whose sales for a year or two yield the greatest net profit who is the best man.

Most sales managers have had their experiences with the whirlwind type of salesman who starts in with colors flying and astonishes every one with the amount of business he turns in. For a while everything runs smoothly, but in time distant rumblings are heard, culminating in an avalanche of complaints from dissatisfied customers about promises made by the salesman which have never been fulfilled, special concessions in prices and terms, agreements to take back unsold stocks, etc., all of which comes as a distinct surprise to the sales manager, and all of which are entirely foreign to the policy of the house. Such experiences as I have just referred to soon bring the sales manager to a position where he religiously avoids the whirlwind type of salesmen, preferring the safe, dependable, stable kind even though they do not at first sell in quite so many orders.

The successful type of salesman naturally varies with different kinds of businesses. The sales manager must himself thoroughly understand his own business and the requirements of that business by way of selling personality to be able to properly judge of the qualifications of his own men.

The type of salesmen employed by a stock and bond company, for example, would be somewhat different from the kind of men most successful in selling farm machinery and implements direct to the farmer. The peculiar conditions applying to each individual business make it impossible to discuss this proposition in detail, but I believe there are certain underlying principles which hold good

with any business and which are essential in the constitution of a hundred-point salesman.

Of these I consider as the first and most important,—loyalty. No matter how efficient a salesman may be, and no matter how large his sales or how satisfactory his profits, if he is not thoroughly loyal to his house, and I might say, to his sales manager, then he is a failure.

Another essential feature in a hundred-point salesman and of great importance, is his personal appearance. I doubt if there is any other vocation where personal appearance is of so much importance as with the salesman.

In connection with the personal appearance, a man's habits and character have a strong bearing. The salesman whose habits are a little shady or whose character is not up to standard puts his house "in wrong" with his customers for only a small percentage of them know the proprietors of the business personally and the balance must form their opinion of the character of the house from its personal representative.

Then, too, enthusiasm plays a great big part in the successful salesman's make-up. Enthusiasm carries with it optimism and a happy, cheerful disposition, which wins friends for the salesman along with customers. Enthusiasm is contagious, and the salesman who possesses a refined degree of the real stuff which comes bubbling up from the heart just naturally imparts it to his customers all along the line and gets them, in time, just as enthusiastic about his products as he himself.

To be a hundred-point salesman requires some natural understanding of human nature and ability to read people quickly. This necessity can, to a great extent, be acquired through experience and self-education. The salesman should carefully study every person with whom he talks, whether it be a customer or not, and in this manner get into the habit of mentally sizing up the other fellow, which habit will in time become second nature.

To successfully handle other

people, the salesman must first have himself well in hand. He must be at all times courteous and polite and should never know what it is to lose his temper with his trade.

A proper knowledge of what he has to sell is important to the salesman. In certain technical and mechanical lines where the salesman calls on the consuming trade and consequently is often obliged to go into the most minute detail, a thorough knowledge is indispensable. In some other business, such detailed knowledge is not so necessary; in fact, I believe oftentimes when engaging a new salesman it is better to find someone with the necessary qualifications who has not been associated with a competitor in order that he may come into the organization with a fresh, open mind, eager to learn and absorb your way of doing business, instead of a head full of ideas gained from someone else in the same line, which may not fit into the methods of his new sales manager in any way.

A live salesman will gain the knowledge most important to his success without much delay; he'll dig for it and before his sales manager knows, and often before he knows it himself, he's got it. Self-analysis is one of the best ways in which a salesman can get at the root of things and profit by his own mistakes.

I have known of salesmen seemingly up against impossibilities, who have been wise enough to keep the buyer away from saying the fatal "No" and after analyzing each shift in the maneuvers have detected the weak places and have gone back the next day, thoroughly reinforced and wrenched success from what looked the day before like sure defeat.

From the remarks I have just made, I don't want it understood that I minimize the importance of a thorough training and developing of salesmen by the most modern and scientific methods known to the sales manager, for in this age of learning and a desire on the part of the average buyer for

STATEMENT OF ADVERTISING CARRIED BY

TWIN CITY NEWSPAPERS IN AUGUST, 1911

In spite of the fact that THE JOURNAL excludes all undesirable medical, financial and mining, and all liquor advertising it leads all other Twin City newspapers month by month and year by year.

Minneapolis Journal, 2314 Columns

(22 inch basis)

Minneapolis Tribune, - - 2155

"

St. Paul Dispatch, (No Sunday Issue) 1353 "

Pioneer Press, 1156 "

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK
Brunswick Building

CHICAGO
Tribune Building

New England has arrived!

We hear much about the growth and prosperity of the West and the South—"more power to 'em!"—but do you realize that these sections are merely struggling to attain what *New England already has!*

Established Manufacturing Industries,
Developed Water Powers,
Adequate Railway Facilities,
Densely populated territory,
Abundant Capital.

Resource Item: The Savings Banks Deposits of one New England CITY—Worcester, Mass.—exceed in amount those of the entire TEN Southern STATES, viz., Georgia, Florida, Alabama, Mississippi, Maryland, Louisiana, Kentucky, the two Carolinas and the two Virginias.

*Start your advertising campaign in New England!
Ten Good Papers in Ten Good Cities:*

<i>Lynn, Mass., Item</i>	<i>New Haven, Ct., Register</i>
<i>Salem, Mass., News</i>	<i>Meriden, Ct., Record</i>
<i>New Bedford Standard and Mercury</i>	<i>Waterbury, Ct., Republican</i>
<i>Worcester, Mass., Gazette</i>	<i>Burlington, Vt., Free Press</i>
<i>Springfield, Mass., Union</i>	<i>Portland, Me., Express</i>

the "inside facts" the salesman has simply got to know, but I myself despair of ever getting such knowledge drilled into a man unless he himself reaches out for the information and applies it intelligently.

Confidence in himself and in his house is of extreme importance. Unless a salesman has, first, the confidence that he himself can sell that which he has to sell, and, second, that his house can produce just what he and they represent, and that they can and will fulfill all of their obligations, he has little chance to measure up to the fullest extent of his possibilities.

One salesman, having confidence coupled with enthusiasm, and knowing how to handle himself, will break down barriers and make more new business for his house than a dozen stiff-necked old-school salesmen who may have unlimited knowledge of their line, but none of those human, everyday, man-to-man qualities which make lasting friends for the salesman and through him for his house.

Summing it all up, then, I should say that the basic requirements of a hundred-point salesman are as follows:

First—Loyalty.

Second—Personal appearance.

Third—Character and habits.

Fourth—Enthusiasm.

Fifth—Understanding of human nature.

Sixth—Knowledge.

Seventh—Ability to analyze himself.

Eighth—Confidence in himself and his house.

With each one of these qualifications well developed and in perfect working order and in thorough harmony with one another, the net profit results year after year will unquestionably be most satisfactory, both to the salesman and to his house.

There are still so many cheats and shams in the world of trade that the business man who makes his advertising an honest description of his goods just as they are shines by contrast, and wins a community of permanently satisfied customers.—*Norfolk, Neb., "News."*

Portland

Maine's Dividends

are spent in Portland's stores and deposited in Portland's banks. And Portland's People are reached by advertisers in

The Evening Express

Larger Circulation, by over Fifty Per Cent than BOTH other Portland dailies COMBINED!

Our Sunday Edition—the

SUNDAY TELEGRAM

has Largest Circulation of any Maine Sunday paper.

JULIUS MATHEWS, Representative.

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

**Almanacs
Booklets
Catalogs
Circulars**

IN

Large Editions

PROCESS COLOR WORK
AND LITHOGRAPHY

Get into communication with
our nearest plant

SIGNIFICANCE OF SELZ SHOES' OPENING GUN

THE INDUSTRY THAT HUMANITY LITERALLY STANDS ON IS BEGINNING TO SHOW SIGNS OF A NEW ATTITUDE TOWARDS NATIONAL ADVERTISING—OLD METHODS OF SHOE DISTRIBUTION HAVE HELD THE GROUND TENACIOUSLY IN THE FACE OF THE MODERNIZATION OF OTHER LINES, BUT NOW COMES THE LEAK IN THE DAM

From Chicago comes the latest big advertiser of shoes in a national way. Selz, Schwab & Co., makers of boots and shoes for forty years, one of the five largest manufacturers of shoes in the world, and users hitherto in a large way of practically every other form of advertising, have begun a campaign with full pages in the *Saturday Evening Post*.

The extent of the campaign is not announced, but the entrance of the great Chicago manufacturers into the magazine field is significant. Besides being one of the earliest and largest users of painted signs, the Chicago firm has used billboards, signs, newspapers, agricultural publications, etc., and direct advertising to the consumer. By means of advertising and selling methods that did not include magazines they have built up a business which is reported in trade circles to approximate or exceed \$12,000,000 annually. They now have ten factories and a branch wholesale house in Pittsburgh—and national distribution.

Starting into national advertising as auspiciously as it is doing, this campaign will be watched with interest by advertising men

generally, and particularly by those representing the magazines and weeklies.

"Why," they have asked themselves—and the shoe manufacturers—time and again, "does it happen that a business approximating \$400,000,000 (wholesale) in annual volume, should be advertised, to the consumer through the leading periodicals to the extent of only about one-tenth of one per cent of that amount?"

"Why should the advertising of so absolutely universal an article as shoes be only about one seventy-fifth of the total volume of advertising in these publications?"



A FIRST-TIME ANNOUNCEMENT IN THE NATIONAL FIELD

And there are many more questions that the advertising managers, the magazine representatives, and the agency men are trying to get right answers to.

The right answer probably involves principally:

(1) Lack of thorough distribution (frequently sectional instead of national);

(2) Lack of appreciation of and co-operation with national advertising by the dealers, and by the manufacturer's own selling force (or his jobbers);

(3) Unsettled conditions in the business itself;

(4) Failure on the part of many of those who *have* advertised to use the right kind of copy; but, more important,

(5) Failure to advertise consistently and continuously—as foods, clothing, drug and manufacturers in other lines do;

(6) General inertia about changing from established methods of advertising and selling shoes; etc.

How large a part explanation No. 6 plays can be better understood when it is shown that the largest individual advertising in the leading magazines of 1910 was only 6,200 *lines*—and that was done by a merely moderate-sized, but quite successful manufacturer of women's shoes exclusively!

And that the second largest campaign was by a moderate-sized, and also quite successful, advertiser of men's shoes exclusively!

Their (Florsheim Shoe Company, Chicago) advertising is, incidentally, an example of a moderate, but consistent schedule, noticeable for its regularity and steadiness. For example, space used has run as follows during the five years of 1906 to 1910 inclusive:

Saturday Evening Post—1,260, 1,512, 2,352, 2,268, 2,436 lines.

Collier's—1,010, 1,097, 1,260, 1,596, 1,512.

Everybody's—504, 504, 504, 504, 504.

Cosopolitan—504, 504, 504, 504, 504.

Munsey's—504, 504, 504, 504, 504.

In four of these years a total of 1,512 lines in *McClure's*, 1,428 lines in *Review of Reviews*, and insertions in 1906 in *Scribner's*; in 1907 in *American and Harper's*; in 1910 in *Success*, etc.

In this connection it may be of interest to mention that the publications most used by national shoe advertisers in 1910 were:

New Haven's Payrolls

Are the Largest in Connecticut

The best avenues for reaching New Haven's wage-earners are the advertising columns of The New Haven

Register

is demonstrated by the fact that the Register runs Twenty to Forty columns MORE advertising each day than any other New Haven paper.

LARGEST and BEST Circulation of any New Haven paper!

JULIUS MATHEWS, Representative.

Gain Upon Gain

In August, 1911, The Chicago Record-Herald added another month to its consistent record of progress, gaining 81 columns of advertising over August, 1910, while every other morning paper in Chicago showed a substantial loss. The actual figures are as follows:

The Record-Herald	Columns Gain 81
The Tribune.....	Loss 261
The Inter Ocean..	Loss 64
The Examiner.....	Loss 125

Comparing eight months of 1911 with the corresponding period of 1910, The Record-Herald has gained 1512 columns—more than double the gain of all the other Chicago morning papers combined.

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

**THE
CHICAGO RECORD-HERALD**
New York Office,
710 Times Building



There may be advertisers who do not believe in the farmer; who do not believe that he is a prosperous, independant, progressive citizen, just like his brother in town. They may still be from Hannibal, Missouri on the question of the farmer market.

They resemble the unsophisticated man who saw a camel for the first time. After chewing a straw contemplatively in front of it for some time, he shook his head dubiously and said:

"Shucks, there ain't such an animal."

Such an advertiser needs only to read the newspapers, the census reports, the agricultural reports and the crop reports to realize that the farmer is rich, that he is buying real things, that he is paying good money for them, and that he has been persuaded to do this by advertising in farm papers, such as

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

61

Saturday Evening Post, Collier's, Ladies' Home Journal, Life, Woman's Home Companion, Outlook, Delineator, Everybody's, Literary Digest, Cosmopolitan, Munsey's and McClure's, in the order named.

Now, it is generally accepted in the trade that there are five great manufacturers who overtop all the others—one in the East, three in St. Louis, and one in Chicago. Let us see what they did in 1910.

The great Eastern manufacturer doesn't advertise—in the magazines, at least—but makes shoes for jobbers all over the country; and his name is as ill-known to the public as it is well-known to the trade.

St. Louis manufacturer No. 1 used 3,640 lines to tell the magazine-reading public about his shoes. But he averages about \$1,000,000 a month in shoes produced—retail value about \$1,400,000 a month—and has capacity and distribution to accommodate the largely increased consumer demand that more advertising would produce.

St. Louis manufacturer No. 2 has an even great production and distribution; but he contented himself with a meager 1,110 lines.

St. Louis manufacturer No. 3 produces practically as much as either Nos. 1 or 2; and his magazine advertising was—*nil*. He has recently merged—a \$20,000,000 a year merger—with the fourth largest shoe firm in St. Louis, and now has a wonderful opportunity to be "the national shoemaker."

The Chicago house may, however, beat him to it. This house did not advertise in the magazines last year, but has made effective use of farm publications, on work shoes, for several years. And now it has begun the big national campaign mentioned above, which is apparently a bigger and more consistent, really national campaign than any of its competitor's.

The use of substantial space in a consistent way all the year round is bound to tell, and it will be a surprise if this campaign does not conduce, sooner or later,

to a change in advertising plans in the shoe business.

With 92,000,000 people using up an average of three pairs of shoes a year, and 150,000 dealers selling them, the market is a tremendous one for the shoe manufacturers to fight for.

Advertising, whether magazine, agricultural, newspaper, street car, outdoor, direct or what not, will not materially increase the consumption of shoes. Advertising probably will not make the average man wear more than his three pairs a year.

But the consistent advertiser of shoes can make the buyers of other shoes turn to his line and keep buying his line. And he has a potential market of 296,000,000 pairs a year to work on.

HOSLEY WITH "NOVELTY NEWS"

Henry F. Hosley, well known in the general advertising field, has been appointed Eastern advertising manager of the *Novelty News*, of Chicago. Mr. Hosley was business manager of the *Boston Traveler* for three years and advertising manager of the *New Haven Register* for four years. Until recently he has been Chicago manager for a firm of special agents.

The *Novelty News* is now in its thirteenth volume and is a notable success in the trade journal field, its founder, Henry S. Bunting, being a recognized authority on all matters pertaining to advertising novelties and specialties. Several of Mr. Bunting's articles on this subject have appeared in recent issues of PRINTERS' INK.

FARRAR JOINS CHAS. W. HOYT AGENCY

Gilbert P. Farrar has joined the advertising service organization of Charles W. Hoyt, of New Haven and New York. Until recently Mr. Farrar was with the International Correspondence Schools as assistant designer of printing. He brings to the Charles W. Hoyt organization a wide experience in both the practical and business side of printing and advertising. Mr. Farrar takes charge of all work pertaining to catalogues, booklets, folders and other printed matter.

LET THEM SPEAK UP

YAWMAN & ERRE MFG. CO.

ROCHESTER, N. Y., Sept. 11, 1911.

Editor of PRINTERS' INK:

Can you tell us whether or not there is any firm making a specialty of originating complete window displays?

EDWARD S. BARCOX,
Advertising Manager.

The great Diversified Industries of

Worcester (Mass.)

employing well-paid skilled workmen, are the best *Advertiser's Insurance* of a profitable field.

And the way to reach Worcester people is to

use the GAZETTE

Largest Evening Circulation!

"The Paper that goes Home!"

JULIUS MATHEWS, Representative.

The Lincoln Daily Star

BREAKS ITS HIGHEST RECORDS
IN INCREASED ADVERTISING FOR
ANY PREVIOUS MONTH

In August, 1911, local advertising in the Star showed an increase of 6,640 inches over August, 1910.

Our nearest competitor in August, 1911, showed a decrease of 223 inches over August, 1910.

This marvelous increase in advertising points to but one thing

RESULTS

Sworn Average Circulation of The Daily Star for July, 1911, was

20,945

The Lincoln Daily Star has a larger circulation in Lincoln than any other newspaper. The Lincoln Daily Star has the largest circulation in Nebraska of any Nebraska newspaper published outside of Omaha.

STAR PUBLISHING CO.,
Lincoln, Nebr.

H. M. Ford, Western Representative, 1048 People's Gas Building, Chicago.

MacQuoid & Tilden, Eastern Representatives, Room 903 Brunswick Bldg., New York City.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rawell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1205 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151. Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
WALDO P. WARREN, Managing Editor.

New York, Sept. 21, 1911

Gingering Up the Public

Political economists and editorial writers are busy these days asking "What's the matter with business?" and find easy explanations for business depression in the over-production of gold, politics, the hot weather during the summer, the labor situation, the Moroccan affair, the crop reports, and the stock market.

But men who are accustomed to feeling the mental pulse of the public—such as advertising men, psychologists, and writers on humanistic philosophy, and perhaps sales managers and heads of large business organizations—are more inclined, as a rule, to discount such explanations, and attribute periods of business depression to "lack of confidence."

The sales manager, for instance, knows from copious personal experience, how a sales

organization can get into a spirit of lethargy and discouragement, and how a meeting, or a bulletin or a letter to the men, can immediately lift the spirit of the organization to a higher level of enthusiastic confidence and renewed energy.

What is true in one such organization is more or less true in a thousand—and the whole business world is made up of the aggregate of business organizations, big and little.

Any man can try on himself the effect of two different kinds of talk. Let a peddler of pessimism come into your office and drop a few dubious remarks about "this terrible business depression," and first thing you know, without any other influence whatever, you find yourself canceling plans begun enthusiastically within the last few days; you find yourself standing with your hands in your pockets, looking out of the window and wondering what has happened.

In the course of a day twenty people come into your office and you both consciously and unconsciously communicate your feelings to them, and they go out feeling that maybe the bottom is dropping out of everything. And they influence in a similar manner every susceptible person they come in contact with.

Then, again, you observe some competitor or other concern going right ahead with their plans, and you instinctively push a few buttons and set the wheels going with renewed vigor.

Periods of alternate prosperity and business activity on the one hand, and depression, slackness, and discouragement on the other, will continue to succeed each other as long as the public mind (which is the aggregate of individual minds), remains susceptible to the suggestions of environment. But in the proportion that men at the head of big businesses, or at the head of vital departments in big businesses, become active dynamos of energy, confidence, and hopeful activity, the periods of depression will grow less effective.

Fortunately there are few businesses which are obliged to lie down and wait when such depression comes. Most of them are able at least to take the place of an active constructive force working in the other direction, and profit by it, if not so much as in more prosperous times, yet enough to make it well worth while.

Most of this has been said before, but it will bear repeating because it is true. It may not explain the whole situation, in fact, it is not claimed that it does. But it explains so much of it that the rest is a very secondary consideration.

PRINTERS' INK says:

The uppermost idea in advertising is getting closer to things as they actually are, not as they are assumed to be.

Suiting Some, A prominent banker, writing in **PRINTERS'**

Offending

Others

point that is often overlooked, how advertising may bring business from one class of patrons and at the same time drive away business from another class. The human interest appeal, he says, may be effectively used in financial advertising for attracting small investors, and yet that same advertising may repel a large investor whose business would equal that of a hundred small ones.

Another case that comes to mind is that of a piano-player manufacturer who also builds expensive pipe-organs for millionaires' homes. It was found that a too breezy treatment or an over-strenuous appeal for \$250 customers tended to weaken confidence in the house on the part of the very desirable class of patrons who spent \$25,000 or \$50,000 on a single order.

The principle here involved is one that might well have the attention of all advertisers. It is too often assumed that an advertisement which draws business is "all to the good." But facts, and sound reason, are against this as-

sumption. Quoting a high price may impress the liberal spender and frighten away the purchaser of moderate means. Playing up the cheap price may draw some while it turns others away. The use of the argumentative type of advertisement doubtless causes some to turn the page who would linger over a picture, and yet sells to others who would not be impressed by a picture at all. The second person, "you," so often used in advertisements, is often offensive to refined persons, and its use is forbidden by some conservative advertisers. And yet other propositions find the second person appeal distinctively effective, although at the same time it may be offending possible customers. It is always a question for study. The important thing is not to assume that whatever pulls is necessarily expedient—a safe middle ground, or divided mediums, may be the solution.

PRINTERS' INK says:

In all ages the orator has moved the masses; maybe the advertiser could learn something from him.

Making Ideas Work

More

The Sage of East Aurora is given as authority for the statement that a good idea not only can, but *ought*, to be used several times over. Any reference to preaching without practice does not apply in this case, for according to Mr. Hubbard's own confession he has made the same idea do service in a *Philistine* article, a booklet, a speech, and an advertisement. Not long ago he took a lithographer into his confidence and confided to him the secret of getting the full value out of an idea. The lithographer saw the point and went back and got hold of his salesmen, and told them to dig up some old posters they had made for various concerns, hatch new schemes, and go back and show those customers how to put that idea to work again in the form of a booklet, car card, dealer's folder, calendar, and so on. The result was re-

markable. A number of the concerns opened up and gave orders for new uses of the old idea, in some cases amounting to two and three times the cost of the original job.

The vitality of an idea is well understood by the joke-makers. Mark Twain said there were originally but nine jokes, and all the new ones were some variation of the original nine.

The original deposit of advertising ideas doubtless exceeds that number, but it is equally possible to ring the changes on them times without number. Some day some clever chap may catalogue the original ideas in advertising from which all the multifarious advertising stunts have sprung. In the meantime it may be well worth while for each advertiser to check over his list of ideas and see if he has worked them out in as many expedient ways as he might do.

Perhaps one of the best examples of working an idea to the limit is found in the recipe booklets issued by food concerns, showing "Ninety-nine Ways of Using ____."

High-class illustrations (and others) are often used in a variety of ways, making for economy and cumulative publicity.

But perhaps no advertising idea has ever done all the work that it might do if some one would figure out the possible changes and variations. Every new idea, in fact, is merely a variation of an old one.

PRINTERS' INK says:

The finest automobile will not run when the tank is empty, and the finest space cannot pull unless it is filled with copy that grips interest.

Newspaper

Statistics

The number of newspapers in existence bears a close relation to the development of advertising, and the per capita pressure of industrial energy.

Recent statistics published in Europe show the following num-

ber of publications in various countries:

France, 8,940.
Italy, 3,078.
England, 4,329.
Germany, 8,050.
Austria, 3,200.
Belgium, 2,023.
Russia, 1,661.
Spain, 1,350.
Switzerland, 1,332.
Holland, 1,402.

The other countries have from 19 (Bosnia Erzegovina) to 758 (Sweden). Siam and Greenland each have but one paper.

The first newspaper ever published is said to have been the "Nieuwe Tydinghen," published at Antwerp in the year 1305.

Up to 1800 there were no papers outside of France, Germany, England, United States and Italy.

France, in 1640, had 1 paper, in 1790 had 29, in 1800 had 350 (note the increase in ten years), in 1866 had 1,640, and now has nearly 9,000.

The oldest living newspaper is said to be the *Gazetta di Venezia*, of Italy, which has been published without interruption since 1743.

For the sake of comparison the number of publications in the United States is here given:

Total number of publications, in 1911, 24,235.
Dailies, 2,614.
Weeklies, 17,260.
Monthlies, 2,977.

It is interesting to observe that the total number of publications in the United States is practically equal to the combined total of France, Italy, England, and Germany.

When it is considered that civilization advances about proportionately to the spread of printed intelligence, and that it is largely the use of advertising space that has made publication profitable enough to encourage it as an industry, it will be seen what an important part advertising really plays in the development of civilization.

And, again, when it is remembered that most advertising involves the giving out of information as to what has been worked out for the world's benefit, and so increases not only the knowledge of the new things, but the use of them, it is seen that here is a factor which historians must eventually make a leading tenet in the interpretation of history.

Advertising is NOT a good gamble

Neither is it a bad gamble. It is not a gamble at all—it is an investment when undertaken along the right lines. "Right lines" means more than a pretty piece of copy.

We have a method that practically eliminates the element of uncertainty in advertising because it is based on sound business principles—first hand knowledge—wide experience.

OUR METHOD *insures distribution.*
insures demand.
leaves nothing to chance.
is straightforward and clean-cut.

It is *not* a business cure-all. If it will not fit *your* business, we will tell you so.

It *will* work successfully in most cases.

This method is worthy of **your** intelligent investigation, and will be submitted in detail to responsible concerns upon request.

During 37 years' experience we have placed profitably over \$50,000,000 worth of advertising for many of the largest American advertisers.

We have their confidence—why not yours? Write, wire or call.

NELSON CHESMAN & CO.

Complete Agency Organizations at

ST. LOUIS
Publicity Building

CHICAGO
Trude Building

NEW YORK
225 Fifth Avenue

CHATTANOOGA
Times Building

Ask any publisher anywhere

DEPARTMENT STORE EXPLOITATION OF TRADE-MARKED GOODS

IT PAYS THE RETAILER TO BE SQUARE WITH THE MANUFACTURER—WHAT A GREAT CARPET MANUFACTURER HAS TO SAY ABOUT A RECENT ADVERTISEMENT PUT OUT BY GIMBEL BROTHERS, THOUGHTFULLY PROTECTING A CARPET MANUFACTURER FROM BEING MISREPRESENTED TO THE TRADE

By W. R. Hotchkin.

Advertising Director, Gimbel Brothers,
New York.

An incident occurred during the last few weeks which illustrates the appreciation of a manufacturer when a big store gives him a square deal.

It is needless to say that many stores, in their anxiety to play their own game, forget that the manufacturer of the commodity has some rights and may suffer injury if his goods are advertised with no thought of his interest in the announcement. It seems strange that so many advertisers are so short-sighted as to believe that a one-sided policy can be profitable. The store and the manufacturer are so tied up together that their interests are usually the same.

Certainly no store that expects to continue permanently in business can afford to hazard its standing with any good manufacturer, because good manufacturers, in the course of time, run out. By sacrificing the interest of one to-day and one to-morrow the store in the course of events finds that it has no real friends in the trade. On the other hand, the store management should realize how infinitely better it is to have a great many manufacturers of different commodities seeking its trade and wanting to do business with it.

This particular instance is the case of a purchase, a couple of months ago, of a mill's cut-piece surplus of Whittall carpets. The advertisement which was published by Gimbel Brothers stated the case exactly as it was. It gave all the reasons why the mill was willing to sacrifice this particular part of its product, and made it very clear that it could be purchased only because of this condition.

By so doing we may have added a few more words than were necessary to the text of our announcement. But we protected the value of the product on the general market and protected its future price on our own stocks.

At first thought you will say that this is the only way to advertise merchandise and that we should state the truth as much for the public interest as for the manufacturer's interest. And

GIMBEL BROTHERS Announce The ONCE-A-YEAR MILL CLEAN-UP Of the Famous

WHITTALL WILTON CARPETS

This news will delight every housekeeper who loves beautiful floor-coverings, for no carpets are finer, or better-wearing than the superb products of the famous Whittall mills. The manufacturers of these carpets carry a large stock at the mill, in what they call their "cut order department." This means that hundreds of fine carpet stores throughout the country carry only sample lengths of these carpets to show their customers, while the mill carries the entire stock in the order room, ready for the customer. It is forwarded to the mill and packed, and the desired carpets have. That means that each year there is a surplus stock left in the mill. This is sold out to one house, at one time.

Gimbel Brothers secured this fine collection of many thousand yards of these beautiful Wilton Carpets for this mid-year, distributed in the entire collection, and took in one of the largest amounts of Carpets, \$10,000, under the best possible light. There is a splendid variety of designs and colorings, many being in the much-wanted two-tone shades of green, rose, blue, red, brown, as well as the refined Persian designs. Many of the patterns have 13-inch or 22½-inch borders or stair carpets, to match. These Whittall Carpets are made under three trade-marks, and will be priced as follows, today, and until sold:

**WHITTALL and VICTORIA Wilton Carpets, regularly \$3.25,
Now \$2.25 Yard. TEPRAC Wilton Carpets, regularly
\$2.25, Now \$1.65 Yard**

We have also communicated and will place on sale today a large special purchase of Wilton Wilton Carpets, from the famous mills of Alexander Smith & Sons, principally in hall and stair patterns. Regularly sold at \$3.25, now \$2.25 a yard.

This opportunity presents the best time of the entire year for the securing of fine carpets at reduced prices. If you are not ready to have the carpets laid now, you can purchase from this remarkable collection, have the carpets made up, and we will deliver and lay them at your convenience.

Sixth Floor

A CAREFULLY WORDED AD IN WHICH THE MANUFACTURER IS PROTECTED

nothing but the truth is told in Gimbel advertising. Still the fact remains that a great many stores would have attempted to utilize this particular merchandise in an entirely different way. It could have been so used to attempt to prove that while others held Whittall carpets at high prices, they were able to hammer down the manufacturer and offer the merchandise at very much less

(Continued on page 110)

This Magazine Is the Product of a Year's Hard Work

ONE year ago I promised a new business magazine—a magazine with a big, broad idea behind it, and as complete in its contents as any publication of its kind. I promised a magazine that would sound the larger note in business not less than that of every day practicality, dealing with the problems that interest the man at the head of affairs as well as those of his understudy; a magazine of information and inspiration, and definite dollars-and-cents value to every man that read it.

This month appears the first issue of

BUSINESS
A Magazine
For Office Store and Factory
(Formerly THE BOOK-KEEPER)



BUSINESS is the outgrowth of the old "Book-keeper." Although it comes to you with a new dress and a new name and a new message, behind it are the traditions and the prestige of a 28-year-old publication.

BUSINESS is edited *in the interest of efficiency*. It contains in its every issue innumerable aids to a man in his work. It tells of short cuts that save time and effort, little schemes that increase a man's usefulness, methods that lessen costs and multiply profits. It discusses, also, the more important problems of organization and management, and points out efficient methods as they have been developed in the experience of other men. It is a magazine of broad scope and practical interest to every man that has a part in the great world of trade.

This number of BUSINESS contains many contributions of more than ordinary value from men who are prominent in business. It is a fair type of the issues to come.

As a business man—if not as an advertiser—you owe it to yourself to become acquainted with this new-old magazine. Let me send you a copy of this issue.

A. M. Knapp

Secretary and General Manager,

THE BUSINESS MEN'S PUBLISHING CO., Ltd.
DETROIT, MICH.

than other stores. For instance, as follows:

GREAT DROP IN PRICES OF WHITTALL CARPETS

The new store once again is able to show its ability in price making. Whittall Carpets are maintained at an unusually high price by practically all other stores. But the manufacturer, realizing the tremendous distributing possibilities of this new store, has given us 1,000 yards of these famous Whittall Carpets to sell at one-third less than regular prices. The collection includes—and so on."

The fact that this sort of procedure is common is evinced by the impression which the Gimbel advertisement made on a man of the standing of M. J. Whittall. We are told that he very rarely expresses himself about matters of this sort, but the fair and square way in which this particular lot of carpets was exploited by Gimbel Brothers brought from him the letter, copy of which is here given, as personally signed by M. J. Whittall:

WORCESTER, MASS., August 10, 1911.
GIMBEL BROTHERS,
New York, N. Y.

GENTLEMEN:

I have had called to my attention the advertisements which have appeared in the public press relative to your sale of dropped rugs and carpets recently purchased from us.

I want to thank you for the clean, fair and satisfactory way that you have placed the matter before the public. Ordinarily, the carpet department disposing of dropped stock for some reason or other hesitates to come out with a fair statement, such as you have done, and I really believe that the way you have handled the matter will not only prevent friction and misunderstanding between yourselves and other dealers, but will also increase your sales, for the people know exactly the reasons the goods are being sold at reduced prices.

Again expressing my appreciation in the way this matter has been handled, I am,

Very truly yours,
M. J. WHITTALL.

Gimbel Brothers wrote in reply as follows:

NEW YORK CITY, August 12, 1911.
MR. M. J. WHITTALL,
Worcester, Mass.

DEAR SIR:

We have your letter of the 10th instant.

Manufacturers at times have been good enough to tell us that they thought they discovered something in our policy that gave them encouragement to improve their products; and, in fact, at a gathering of business men,

on the occasion of the opening of our New York store, we emphasized that merchants could do much in the way of encouraging manufacturers in an effort to improve their goods.

In advertising merchandise of American manufacturers that we know are seeking to elevate the standard of goods (and we know the efforts of a lifetime you have been making in this direction), we try to make our statements clear and plain, disdaining chicanery; and this was the spirit that prompted us in advertising your goods recently.

We think that just such a letter as yours could be used in the furtherance of the purpose herein expressed, which we would be glad to do—may we have such permission?

Very truly yours,
GIMBEL BROTHERS.

Just within the last few days one of the managers of Landers, Frary & Clark expressed his gratification over the manner in which a sale of their famous Coffee Percolators was exploited. It is the Gimbel policy at all times to think of the manufacturer's interest as well as their own, and this co-operation is perhaps part of the reason why so many of the good things in matters of trade come to Gimbel Brothers.

ONE STEP NEARER

BOSTON, Sept. 7, 1911.

Editor of PRINTERS' INK:
I was particularly interested in reading the communication from Clarence Dankmeyer on page 40 of your August 31 issue, entitled "Feeling After the Psychological Moment."

I have often felt the same way about the Coca-Cola slogan and agree with Mr. Dankmeyer, that the arrow suggestion in the magazines, newspapers, etc., is not apt to be remembered at the psychological moment, so to speak. It seems to me, however, that when Mr. Dankmeyer suggests a new slogan "Every time you see a drug store remember Coca-Cola," that he falls away short of the mark. What about the hundreds of soda fountains in fruit and candy stores and department stores, newsstands, depots, public buildings, etc.?

They all serve Coca-Cola, at least our friend Dobbs will tell you that they do, and is it good policy to only remember Coca-Cola when you see a drug store? Why would not a better slogan be "Every time you see a soda fountain remember Coca-Cola?"

ROGER I. CUYLER.

BREAKFAST FOOD JOKE STILL WORKING

Chicago sells Germany 300 tons of ground corncocks. These new breakfast foods are poor stuff to fight on.—*Wall Street Journal.*

CAPITALIZING THE GLAD HAND

How to advertise a city through common and uncommon courtesy was described to the Washington, D. C., Advertising League by Granville M. Hunt, as vice-president, on September 5.

The "glad hand" to the stranger who comes to see Washington, a measure proposed by Mr. Hunt, came in for so much of the club's approval that a committee consisting of President Shoemaker, Vice-President Hunt, Secretary H. P. B. Hoffmann, and Treas-

urer Walter McDonnell was appointed to design a button to be worn by the members of the club as a guaranty of good faith when they offer to extend courtesies to visitors.

The Chamber of Commerce will be asked to adopt similar means regarding courtesies to visitors, and the matter of having a committee appointed at the meeting of the board of directors of that body this evening will come up.

The advertising club also decided to have the policemen and the car conductors instructed to be particularly attentive to guests of the city.

The Great Arizona Resource Edition

The ARIZONA REPUBLICAN, the one great newspaper of the new state, will issue on Sunday, November 12, 1911, an extraordinary edition commemorative of the achievement of Statehood by the Territory of Arizona. This number of The Republican will tell more reliable facts about Arizona than have ever before been published in any form.

The REPUBLICAN wishes to announce that this edition has the endorsement of the Phoenix and Maricopa County Board of Trade, also of the leading citizens, merchants and business men of the Salt River Valley. The edition will cover in a most complete form, with illustrations and descriptive matter, each of the fourteen counties of Arizona, and will also be replete with information, arranged in educational and interesting style, regarding the resources and industrial possibilities of this wonderful new country.

Single copies will be mailed to any part of the United States, Canada and Mexico on receipt of ten cents.

The Arizona Publishing Company

Phoenix, Arizona

New York Representative
LEONARD & LEWIS,
Tribune Bldg.,
New York, N. Y.

Chicago Representative
ALLEN & WARD,
30 N. Dearborn St.,
Chicago, Ill.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the heaviest triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



Use the

Rochester

Daily Abendpost

(Consolidated German Dailies of Rochester)

extensively in your Fall and Winter Advertising Campaign.

The German field in Rochester is getting more important every day. The "Daily Abendpost" is a welcome daily visitor in thousands of German homes in Rochester and surrounding towns. It is eagerly read by these desirable, well-to-do American citizens, who buy liberally and have the money with which to pay. Advertisements receive most careful attention by German readers.

60,000 Germans in Rochester

HOWARD C. STORY
Foreign Advertising Representative.

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

**J. A. Steele, Winthrop Steele,
170 Broadway, New York**

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 141,048

HODGES GOLF CHAMPION

Gilbert T. Hodges, of the Munsey publications, won the championship of the Western Advertising Golfers' Association in the title tournament of the season at the Calumet Country Club on September 13. He defeated C. H. Farley, of the *Ladies' Home Journal*, in the final match, one up, eleven holes, after having been two down at the fifth hole.

Lee Maxwell, of the *Associated Sunday Magazines*, won low qualifying prize with a gross score of 40 and A. C. Hammesfahr, of *Collier's Weekly*, won the Stanton Cup with a score of 48-10-38.

G. C. Pierce, of the *Associated Sunday Magazines*, won the first place in the second flight; H. B. Fairchild, of the Munsey publications, won the third flight; W. R. Emery, of *Everybody's Magazine*, won the fourth flight and W. Patterson, of the *Christian Herald*, won the fifth flight.

••• TACT IN SALESMANSHIP

A customer entered a store and asked the clerk for certain merchandise. "I want Paul Mall," he said.

"Paul Mall? Yes, sir!" was the prompt response, and goods were laid before him.

Ten minutes later a customer asked for a package of "Pal Mal."

"Pal Mal?" Yes, sir!" and the article was promptly delivered to him.

In five minutes, "Give me a package of Pell Mell," requested a third customer.

"Pell Mell? Yes, sir!" was the polite answer, and the purchase was promptly made.

"Say—how do you pronounce 'Pall Mall,' any way?" an observer asked of the clerk.

"I pronounce it exactly as the customer pronounces it," was the answer. Which is good tact and good business.—System.

••• A DRAGNET AD

A Michigan country merchant put the following notice on the front page of his county seat paper:

"All persons indebted to our store are requested to call and settle. All those indebted to our store and not knowing it are requested to call and find out. Those knowing themselves indebted and not wishing to call are requested to stay in one place long enough for us to catch them."

••• WOMEN SLIDE FOR BARGAINS

Elevators and stairs may be all right for slow-going man, but they won't do for the woman who is in a hurry to reach a bargain sale.

At the August clearance sale at one of Kansas City's most fashionable department stores, August 21, a crowd of women making for a lower floor, where some handbags were on sale at cut prices, slid down the banisters.

**Advertising Novelties and
Specialties**

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

The cardboard working model of the Stearns Silent Knight engine, mentioned briefly in a recent issue of PRINTERS' INK, is got up in flat booklet form—about 6x5 inches. The "mechanism" is controlled by a set of gears, in turn operated by revolving a small disk at the base of the model. A cross-section of the engine is shown, with the various parts in different colors. When the disk is revolved the piston moves up and down, showing at the same time how the gas is taken into the cylinder, exploded and released. Copies of the model are selling at fifty cents each.

The current issue of *The Business Builder* tells of a novel scheme employed by a retail clothing house located in New England to arouse inter-

est by the distribution of celluloid buttons. "Each day during a certain portion of the school year a man was sent to some of the schools, and as the boys were coming or going he gave each one a celluloid button, bearing a number—also the words: 'Bring in the boy with the duplicate of your number and each receive free a \$5.00 suit.' The boys all wore the buttons prominently on their coats so that other boys could compare numbers, and the consequent advertising created no little talk and business."

A manufacturer of advertising pencils has made good use of his mailing envelopes for advertising his business by printing lengthwise on them the outline of a pencil with the ends showing the rubber and sharpened point respectively. The necessary name and address are typewritten within the outlines of the pencil.

Several prominent national advertisers located in Worcester, Mass., are doing some co-operative advertising of a unique sort by using folders, each page of which is devoted to one advertiser. Suitable copy and illustrations have been used, with printing in two colors. The firms represented are the Winslow Skate Mfg. Company, Norton Company, Coates Clipper Mfg. Company, Wire Goods Company, Coes Wrench Company, Hill Dryer Company and the Harrington & Richardson Arms Company.



¶ How would you like to have a Cigar Cutter with a fac-simile of your production, and whenever your customer digs down his pocket for the Cutter he fishes up a reproduction of your trade mark or your goods.

¶ The Greenduck Novelties are most unique and original and this has been an important factor in making "ORIGINALITY" our first name.

THE GREENDUCK NOVELTIES
wear into the memory of your customers

THE GREENDUCK COMPANY, CHICAGO
GEO. G. GREENBURG, PRES.

The Little Schoolmaster's Classroom

There are various points of view from which objectionable advertising, protection to readers, etc., must be looked at. The public probably blames the publisher more than any other person for the publication of objectionable copy. And yet, when some advertiser comes in and asserts that his machine runs twice as fast as his competitor's, the publisher is likely to feel that the responsibility for the statement rests on the advertiser. And perhaps a number of advertisers feel as that one did the other day when he wrote to the publisher of a farm paper. A reader of the paper had complained about the incubator that the advertiser sold, and as the publisher gives his readers a strict guarantee of protection, the publisher was asking the advertiser to "make good." The advertiser came back with the query: "Whom am I to look to for protection against some of your readers? I have several accounts on hand now on which I appear to be stung."

The guessing contests and puzzle schemes of the piano advertisers have been getting some hard raps lately, but the Schoolmaster thinks the advertisement of the Thomas Piano House is the best take-off he has seen. Whether such an advertisement will bring direct returns to the Thomas Piano House is open to question, but certainly the contest houses in this advertiser's city will not want to announce another contest for a week or so, anyhow.

Here is something old and yet something new so far as its recent application goes—the "occupation canvass." Long ago advertisers realized the value, in their advertising and sales work, of adapting the sales argument to the particular occupation of the

prospect or inquirer. Leading organizations prepared sales matter appealing strongly to a certain class of people, and required their salesmen to specialize for a while on that class. These arguments were not scattering; they were what Mr. Truman De Weese would call bull's-eye shots. Now, a large general and mail-order advertiser finds that it helps to get the occupation of the inquirer when he writes. This not only enables the sales correspondent to be more specific but also gives the concern opportunity to prepare a number of "occupation canvasses" to be sent out to the company's salesmen when the notices to call on the inquirers are sent. These occupation canvasses are

concise. They say to the salesmen: "This man is a bookkeeper, and he has asked for information about _____. Our experience is that bookkeepers interested in _____ will be susceptible to one of the following four arguments." And then some strong arguments follow. This slip of paper can be read while the salesman is on the car riding out to see the prospect. The plan is almost too young to judge its effect.

Sales correspondents certainly have great need of ability to rea-

son courteously. An inquirer wrote: "Please send on those two books for examination. If I like them I will send check right away, but I have been disappointed so many times in books that I don't feel like buying more pigs in bags." How easy it is to reply, telling the inquirer that we had his request about the books, but "in reply thereto, beg to state that we cannot send same." But this particular sales correspondent didn't do that. He explained that a strict compliance with the request would necessitate opening a ledger account, which they didn't want to do on small purchases. And then he said that if the books were ordered and were not perfectly satisfactory the money paid will be refunded without question. "This," said he, "will give you the privilege of examination, and yet save us some trouble." It is not to be wondered at that he got the order.

* * *

The Schoolmaster was wandering around a branch office of a famous sales organization the other day. Up in one corner he noticed a lot of dummy goods and something that looked like a window frame. "What is it?" he asked. And the sales manager went on to explain that it was the outfit with which a new salesman for the company was trained to make his window displays. As the company expects its salesmen to attend to a great many window trims, it takes no chance on their bungling such work, but gives them preliminary training. When you get into the inside of large sales organizations and see how thoroughly they look after all such details as this, it is not to be wondered at that they keep their competitors in constant hot water.

* * *

What do you suppose a big shoe concern uses as a test of the efficiency of its salesmen? Not the number of pairs of shoes sold. Oh, no! The company doesn't believe that it is any great job to sell a man a pair of shoes when he goes to the trouble to come to your store and hunt for the goods. But when the salesman sells him



*Let us
Mail
Details*



We know, our customers know, and you should know the strength and pulling power of our photographic cards and display signs. We produce art advertising that is alluring, convincing and enduring.

ROCHESTER PHOTO PRESS

Rochester, N. Y.

The Largest Tannery in the South

is located at Bristol, Va.-Tenn., one of the most progressive towns to be found in the South.

This tannery is an example of the many factories and plants attracted by Bristol's central location in a wide and prosperous territory, low taxes and freight rates, railroad connections, ample white labor and satisfactory municipal conditions.

The manufacturing, jobbing and retailing activity has resulted in unusual prosperity among the 18,000 inhabitants of Bristol and the families in the wide section of which Bristol is the focal point, commercially, educationally and socially. High wages are the rule.

No advertiser can make better use of part of his appropriation than to invest it in space in the three papers (the only ones published in Bristol), that with a combined circulation of 9,700 copies per day, reach 95% of the homes in this field.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a booklet of facts.

THE BRISTOL PUBLISHING CORP.

FRANK LEAKE, Manager

Bristol, Va.-Tenn.

Foreign Representatives

New York—Payne & Young—Chicago

a bottle of polish and a shoe polisher *that he didn't come in to buy*, that's salesmanship, and the salesman is credited accordingly.

* * *

A newspaper representative was in to see a national advertiser. The advertiser, after listening a while to the newspaper man's talk, told him about his plan for spending a considerable portion of the forthcoming season's appropriation in novelty advertising, or specialty advertising—which represents a fine distinction. Instantly the newspaper man was off on a tactful but determined canvass against the novelty advertising. Novelty advertising was all right for name-publicity, he said, but what the advertiser needed was the kind of advertising that informs, and so on. "Actions speak louder than words," rejoined the advertiser, and he calmly pointed out two novelties that the newspaper man had recently sent him. "If you don't believe that form of advertising is good, why do you spend your money for it?" he asked, "and why don't you do the other kind of advertising?" It was about the nearest thing to a complete rout that this resourceful newspaper man ever ran up against.

* * *

It takes the journalistic nose—"the nose for news"—to make the real advertising man. It seems almost impossible for some to "sense" things, to use the imagination, as Annie Monroe did when she urged the real-estate man to let the trees stand on his suburban tract and call the place Bungalow Park. Not long ago the Schoolmaster saw a manuscript written by a man who is on the inside of one of the most finely organized sales organizations in the world; and the Schoolmaster happens to know that there is enough highly interesting material in the methods and experiences of that company to make a big book as fascinating as a novel. But the manuscript is one of generalities, "platitudinous punk"—as some one has called it; it is not enlivened by those interesting incidents and specific things that

draw pictures so that we can, in imagination, see just how the work goes on, and apply some of the approved methods to our own tasks.

Remember the man who, when writing on Conduct, could get no further than, "Don't be an ass." If your job as advertising man requires you to write instructive material for salesmen and correspondents, don't, for heaven's sake, content yourself with "Be-a-hustler," "Look-out-for-the-small-details" kind of matter. Tell *how* the hustlers hustle and *tell how* the fellows who are thorough on small details handle their work with speed and efficiency. Tell the story and the sermon will preach itself.

* * *

"We make two distinct lines of candies," said a factory superintendent to the Schoolmaster the other day, "one for the jobbers and the other for the retailers." "Why?" asked the Schoolmaster, who enjoys looking into such a situation as much as he does going to a show.

The factory man went on to explain that the jobbers had a steady trade out among the retailers of the smaller towns, where the demand for fancy goods was not so strong as it was in the city. These small dealers didn't want to pay for fancy boxes, nor did the jobbers. The price had to be very close for the jobbers. So a standard line of good but machine-made candies in rather plain boxes was made up for them, while the hand-dipped goods in fancy boxes were made up for the retailers of the larger places. Truly there is much for advertising men to understand in the way of trade conditions if the advertising work is to be done at all times with the intelligence that it should be done.

◆◆◆

Mr. Switzer, formerly advertising manager and assistant treasurer of the Wilson Distilling Company (Wilson whiskey and White Rock table water), has resigned to go with the Atkins Company, polish manufacturers, at 502 West Twenty-fifth street, New York City. Mr. Switzer's successor is W. W. Silvey.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Advertising done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT

YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corp.

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get ratecard. 440 S Dearborn, Chicago.

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the **New York World**, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Do you wish to reach the coal mine operator, mine superintendent, and purchasing agent? Give the Black Diamond a "keyed" ad and note results. Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency.... Providence R.I....

BUSINESS LETTERS

MERE sales letters alone won't pull the orders in your direction. You need a logical well-rounded sales plan upon which to build your little paper salesman—a scientific merchandising plan. I do such work and letters for big men. Write me. F. C. CUDDIHY, "Reitzuit," 1320 La Salle Avenue, Chicago.

BUSINESS OPPORTUNITIES

BUSINESS LETTERS, brief, sensible, suggestive. **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

LIVE, ENERGETIC ADVERTISING MAN controlling some business can secure an interest in an old established advertising agency. No capital required. All replies confidential. Address Box 17, care of Printers' Ink.

COIN CARDS

Are You Working for More Circulation?

You can increase results from your efforts by the use of WINTHROP COIN CARDS. They will get quicker action for you, because they suggest remitting and furnish a simple means. They will bring the money in advance, and with a maximum of safety. Other publishers endorse and use them continually. Some of our customers are of ten years standing. They KNOW the value of WINTHROP COIN CARDS. Let us convince you. You will be interested in learning just how WINTHROP COIN CARDS will help you. Send us your name, and the price of your publication, and sample copy if convenient, and we will send you circulation ideas, along with coin card prices and samples.

THE WINTHROP PRESS
Coin Card Department
419 Lafayette Street New York, N.Y.

FINANCIAL

FREE—"Investing for Profit"

Magazine. Send me your name and I will mail you this magazine absolutely FREE. Before you invest a dollar anywhere—get this magazine—it is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the Real Earning Power of your money. This magazine 6 months Free if you write to-day. H. L. BARBER, Publisher, R 448, 28 West Jackson Boulevard, Chicago.

FOR SALE

FOR SALE—Part of the late equipment of *The Oklahoma City Pointer*. Battle Creek Duplex, tubular, sixteen-page press, with full stereotyping equipment; nearly new, splendid machine, runs like a sewing machine. One Potter, eight-page press, with stereotyping equipment, old but capable of doing good work. A fine assortment of advertising type, galleys, brasses, etc. Will be sold at reasonable figures. Address PUBLISHER OF TIMES, Oklahoma City, Okla.

HELP WANTED

ADVERTISING SOLICITOR—Experienced young solicitor wanted by Western daily newspaper, city of 100,000. Good salary to start and advancement for one capable and industrious. Give details in first letter. Address "DAILY," care Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WE are too busy to see all the prospects that are in our territory, to write all the copy our clients need, to originate ideas for all of them. There's a good chance for a bright young fellow who can help us out. Fair salary to start—no objection to paying whatever a man can earn as soon as he makes good. Box 100, care of Printers' Ink.

A Young or Middle Age Man who has good address, who is ambitious and full of energy, to solicit for prominent photo engraving plant of Boston. Liberal commission with suitable drawing account. If you want to make good and are willing to work to do it, here's your chance. Address "BOSTON," care Printers' Ink.

LANTERN SLIDES**Lantern Slides for Advertising**

High Class Advertising Slides obtain a big and economical circulation. Especially adapted to manufacturers selling through exclusive dealers. Send for our complete service plan. The Neosho Slide Co., 103 Spring St., Neosho, Mo.

PHOTOGRAPHS**AS ASSISTANT SALESMEN**

Big Photos We've a little light reading on this subject written expressly for sales managers—for you. Ask for the H.T.P.T.H.L.Y.S P. booklet. A. A. STONE CO., Cleveland, O.

POSITIONS WANTED

ADVERTISING MANAGER, employed, wants same position with publisher or manufacturer; 14 years' experience space selling, writing and placing advertising. "SPECIALIST," care of Printers' Ink.

MY experience proves I can "sell" by mail. I would be interested in calling on a manufacturer or publisher who has an opening in this department for a young woman 26. Box 60, care of Printers' Ink.

Advertising Writer

wishes position with department or retail store. Four years of successful work. References. Address "G," Box 104, Dayton, Virginia.

COPY AND IDEA MAN with merchandising knowledge and vigorous style desires to connect with high grade agency. Competent to plan campaigns and fill executive position. Address, "RESPONSIBILITY," care of Printers' Ink.

MR. MANUFACTURER, if you are looking for an advertising man at a reasonable salary to increase your sales through logical salaried plans and vigorous salesmanship copy I have an interesting proposition. Address, "SALES COPY," care of Printers' Ink.

Advertising Solicitor

with splendid Trade Journal record desires position on journal circulating in larger field. Fine personality, absolute integrity, highest references. "ENERGETIC," care of Printers' Ink.

YOUNG man with two years advertising agency experience as solicitor and copy man, and in the advertising department of a large manufacturing concern, desires position as solicitor for a reputable publication. College educated. Best references. "L. A. L.," care of Printers' Ink.

MR. PUBLISHER!

Circulation manager seeks change. Expert on premiums, contests, and original promotion methods. Now and seven years with daily and Sunday paper in large city. Age 32. Member International Circulation Managers Association. "Dynamic," care of Printers' Ink.

I AM young man, 23, college educated, industrious, capable; have had two years' successful selling and business experience. I studied advertising under personal instruction of competent instructors and am now studying under I. C. S. Can write thoughtful, pulsing, selling copy. Am employed, but open for position with agency or assistant to advertising manager. Write me now. Address "ZEALOUS," care Printers' Ink.

Opportunity Wanted

I want to be "somebody" in advertising— to learn and to better myself financially. My present position offers little future. I am 21. Am now manager of an important department in the concern where I started four years ago. Have gained a good general knowledge of advertising, printing, engraving, and the odds and ends of the business. Am a good letter writer—routine correspondence and "form letters." Over fifty pieces of my copy have appeared in prominent publications in the past year. Have had several articles on advertising published. Limited editorial and reportorial experience. Have made good at soliciting. Am earning \$25 per week. Have you a position where I can fit or can be made to fit? Box 936, care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PUBLICATIONS WANTED

WILL consider representation of first class trade journal on commission basis. "L. S.," care of Printers' Ink.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, **22,615**. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Feb., 1911, **18,310** dy; **33,194** Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, **26,822**.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, **7,729**; average for 1910, **7,801**.

Meriden, *Morning Record & Republican*. Daily aver. 1909, **7,139**; 1910, **7,873**.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) **19,096** daily 2c.; Sunday, **14,753**, 5c. New London, *Day*, evg. Av. 10, **6,892**, 1st 3 mos. '11, **7,049**; double all other local papers combin'd.

New Haven, *Union*. Largest paid circulation. Average for 1910, **17,267**. Paper non-returnable.

Norwalk, *Evening Hour*. Average circulation 1910, **3,627**. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1910, Daily, **7,217**; Sunday, **7,730**.

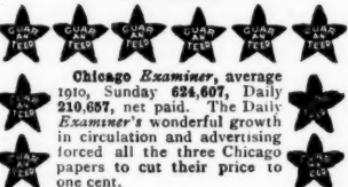
DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—**58,326** (©©).

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, **13,701**; Dec., '10, **16,669**. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS



Chicago Examiner, average 1910, Sunday **626,607**, Daily **210,687**, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Champaign, News. Leading paper in field Average year 1910, **6,184**

Joliet, Herald, evening and Sunday morning.

Aver. year ending June 30, 1911, **8,220**.

Pearis, Evening Star. Circulation for 1910, **21,143**.

INDIANA

South Bend, Tribune. Sworn average June, 1911, **13,051**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, **9,404**. "All paid in advance."

Des Moines, Register & Leader. (av. '10), **35,663**. **Evening Tribune**, **19,103** (same ownership). Combined circulation **54,766**—36% larger than any other Iowa paper. Supreme in want ad held

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. **9,023**; Sun. **11,426**.

Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; net av. June, '10-July, '11, **7,598**. Waterloo pop., **27,000**.

KENTUCKY

Lexington, Herald. Average 1910, **6,919**. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, Courier-Journal. Average 1910, daily, **23,204**. Sunday, **46,249**.

Louisville, The Times, evening daily, average for 1910 net paid **46,834**.

MAINE

Augusta, Kennebec Journal, daily average 1910, **9,319**. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1910, daily **10,199**.

Lewiston, Sun. Daily average first 6 mos. of 1911, **5,662**. Largest K. F. D. circulation.

Portland, Evening Express. Average for 1910, daily **16,936**. Sunday **Telegram**, **11,286**.

MARYLAND

Baltimore, American. Daily aver. year 1910, **80,266**; Sun., **104,902**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1910, **82,406**. For August, 1911, **74,565**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©©). Boston's tea-table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)

1910, 183,720—Dec. av., 188,543.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 886,831 lines

2,394,108 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest August of the Boston Post. Circulation averages: *Daily Post*, 389,006, gain of 8,063 copies per day over August, 1910. *Sunday Post*, 290,866, gain of 29,650 copies per Sunday over August, 1910.

Lawrence, Telegram, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,783.

Worcester, Gazette, evening. Av. Jan. to June, '11, 18,880. The "Home" paper. Largest ev'g circ.,

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot. Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,318.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.

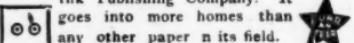
The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (OO). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655.

Daily average circulation for August, 1911, evening only, 78,300. Average Sunday circulation for August, 1911, 81,269.

(Jan. 1, 1908, subscription rates were raised from \$4.00 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It

goes into more homes than any other paper in its field.



CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average circulation of daily Tribune for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday Tribune for same period, 81,523.

by Printers' Ink Publishing Company

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 125,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 140,221 for year ending Dec. 31, 1910.

Lincoln, Freie Presse, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ic.—'07, 20,270; '08, 21,326; 2c.—'09, 19,062; '10, 19,238, 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,789. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 84,058.

Buffalo, Courier, morn. Ave., '10 Sunday, 88,757, daily, 46,284; *Enquirer*, evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,507; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average *net cash sales*, proven by A. A. A., July 1, 1910, to June 30, 1911, 103,333. For June, 1911, 115,598.

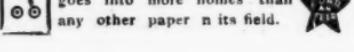
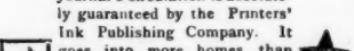
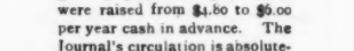
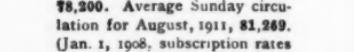
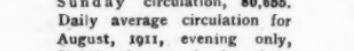
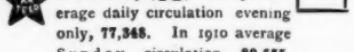
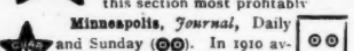
New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 6,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,829. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 8,102; P. M., 17,657) 22,769. Only paper in city which has permitted A. A. A. examination, and made public the report.



*Utica, National Electrical Contractor, mo
Average for 1910, 2,625.*

NORTH DAKOTA

*Grand Forks, Normandien. Norwegian weekly
Actual average for 1910, 9,076.*

OHIO

*Bucyrus, Evening Telegraph. Daily average for 1910 1,783. Journal, weekly, 976.
Cleveland, Plain Dealer. Est. 1831. Actual average for 1910: Daily, 87,125; Sunday, 114,044.
For July, 1911, 98,914 daily; Sunday, 125,783.
Youngstown, Vindicator. D'y av., '10, 18,698;
LaCoste & Maxwell, N. Y. & Chicago.*

OKLAHOMA

Oklahoma City, Oklahoman. Ave. August, 1911, daily, 34,368; Sunday, 40,008.

PENNSYLVANIA

*Erie, Times, daily, 21,851 average, August, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.
Johnstown, Tribune. Average for 12 mos. 1910, 13,228. Mar. 1911, 16,583. Only evening paper in Johnstown.*

*Philadelphia, The Press (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for August, 1911, 80,498; the Sunday *Press*, 168,516.*

Washington, Reporter and Observer, circulation average 1910, 13,396; May, '11, 12,691.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1910, 15,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; best medium of anthracite field for advertising purposes.

York, Dispatch and Daily. Average for 1910, 18,757.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, Daily Journal. Average for 1910, 22,788 (©©). Sunday, 30,771 (©©). Evening Bulletin, 48,823 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 6,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1910, 6,480.

TEXAS

El Paso, Herald, year 1910, 11,851. Only El Paso paper examined by A. A. A.

VERMONT

*Barre, Times, daily. Only paper in city. Av. 1910, 8,625. Examined by A. A. A.
Montpelier, Argus, dy., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.*

VIRGINIA

Danville, The Bee. Aver. July, 1911, 5,068, August, '11, 5,159. Largest circ. Only eve. paper.

PRINTERS' INK

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,741 daily, 84,203 Sunday, are quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, Ledger. Average year 1910, daily, 18,967; Sunday, 27,348.

Tacoma, News. Average for year 1910, 19,212.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average May, 1911, 3,965. Established over 40 years ago.

Janesville, Gazette. Daily average, August, 1911, daily, 6,639; semi-weekly, 1,647.

Madison, State Journal, daily. Actual average for April, 1911, 7,187.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,885. Average daily circulation for June, 1911, 45,438 copies. The Evening Wisconsin's circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, The Milwaukee Journal (eve.) Daily Av. circ. for 12 mos., 64,627. Daily circ. for month of Aug., 66,248. Daily gain over Aug., 1910, 3,138. Goes to over 60% of the Milwaukee homes. More city circ. than any two other Milwaukee papers combined. More city circ. than any other paper has total circ. More city circ. daily than the total of any Sunday paper. Journal leads in both Classified and Display advertising. Rate 7c per line flat. C. D. Bertole, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine, Daily Journal. June, 1911, circulation, 6,561. Statement filed with A. A. A.

The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,927. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1910, daily, 46,181; daily July, 1911, 54,842; weekly 1910, 26,446; July, 1911, 37,680.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1910, 18,484. Rates 5¢ in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario. Times Journal, daily average, 1910, 3,155.

QUEBEC, CAN.

Montreal, La Presse. Daily average for August 1911, 104,144. Largest in Canada.

Montreal, La Patrie. Ave 1910, daily—42,114; Sat., 56,510. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION

THE Tribune is the Leading Want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in August, '11, amounted to 257,012 lines. The number of individual advertisements published was 35,991. Rates: 1 cent a word, cash with the order—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in Aug., 1911, amounted to 245,042 lines; the number of individual ads published was 28,163. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 16¢.



MISSOURI

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.



MONTANA

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.



THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.



OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.



PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.



UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.



The
Riche

The
1st & m
Mark
The
averag

Loui
in city,

Bost
Recog
industr
Bost
1900.
Wor
French

The
home c
in tis
advertis

TH
(©) M
miling
only "

Brook
medium

Centur
people
than all
Centur

Dry G
authorit
Store tra

Electr
leading
circulat
PUBLIS

Eng
1874.
the wor

Engin
progress
world.
week. M

Hardw
Door to
Specimen
Agents W

(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (○○).

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the Century Mag. inc.

Dry Goods Economist (○○), the recognized authority in Dry Goods and Department Store trade.

Electric Railway Journal (○○). Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING CO.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. McGRAW PUBLISHING CO.

Engineering News (○○). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. McGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (○○), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. July, 1911, sworn net average, Daily, 81,236; Sunday, 167,288.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over \$8,000; weekly, over \$3,000.

WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (○○) and The Evening Mail. Circulation 18,768, flat rate.

Business Going Out

Kastor & Sons are placing 10,000 lines for one year in Texas publications for W. R. Riley Distillery, Kansas City.

The Humphrey Company, Kalamazoo, Mich., is placing 10,000 lines for a year, in Middle Western publications through the MacManus Company, Detroit.

The Stack-Parker Agency is handling the account of the Santa Fe Railroad, Chicago, for 5,000 lines, orders going to Southern publications.

N. K. Fairbank, of Chicago, is making renewals through the Mahin Advertising Company.

The Caldwell Agency, St. Louis, is sending orders for D. Sachs & Sons to Southern papers.

The Savage Advertising Agency, of Detroit, is placing 250 inches in the West for the Commercial Milling Company.

George Batten Company is placing 360 inches in Eastern papers for the Gold Coin Stove Company.

Parker's Hair Balsam is now making renewals through the Dauchy Company.

N. W. Ayer & Son are placing two-inch ads in Texas papers for Diamond McDonnell & Co., Philadelphia.

Wood, Putnam & Wood are placing fifteen lines classified, twenty-six times, generally, for McLean-Black & Co., Boston.

The National Advertising Agency is placing 5,000 lines throughout the West for the Emergency Laboratories, New York.

Maculler & Parker Company, the large Boston retail clothing house, is putting out quite a lot of space in New England dailies, generally.

Wm. A. Stiles, advertising agent, of Chicago, is sending out orders for Fould's macaroni to a large list of standard magazines and women's publications, also the Solvay Coke Company's advertising to agricultural papers in the Northwest and over 200 daily papers in the same field.

Dunlap-Ward Advertising Agency orders for Topeka Milling Company for Ralston's pancake flour are going to a large list of dailies. Orders from the same agency for the Blanke Tea & Coffee Company, St. Louis, are going to a large list of national weeklies and women's publications.

The Fuller Advertising Agency is placing 5,000 lines in Western papers for W. L. Dodge.

Blumenstock Brothers Advertising Agency is placing ten-time orders, 2,200 lines, for the Dittman Shoe Company, of St. Louis, in a list of Southern and Western papers.

O. J. Koch, Milwaukee, is handling the account of David Adler & Sons, for 400 inches in Mississippi publications.

The advertising for The Metal Shelton Company, of St. Paul, will be placed by the Mahin Advertising Company in a limited list of men's publications.

The N. K. Fairbank Company's Gold Dust and Cottolene advertising is being placed by the Mahin Advertising Company in agricultural papers with a circulation in the South. Large copy is being used. The same agency will use space for the Canton Manufacturing Company in a limited list of men's publications.

Taylor-Critchfield Corporation's orders for the American Radiator are going to a large list of daily papers. Same agency is sending large orders for the Regal Motor Car Company to metropolitan dailies.

The H. O. Breakfast Food advertising is being placed in Eastern dailies by the Taylor-Critchfield Corporation.

Burkitt & Co. are placing an advertising campaign for the Orr Locket Hardware Company, of Chicago, in trade and technical publications, a few magazines and Chicago daily papers. Two thousand five hundred and 5,000-line contracts are being placed by the same agency for the Kohler Die and Specialty Company advertising the Kost Heater in a large list of city dailies.

The Sealshipt Oyster System, whose head offices are now located in Boston, is considering plans for a national advertising campaign. The business will be handled by the George B. Van Cleve Agency, New York.

The James T. Wetherald Agency, Boston, is now handling the advertising of the Mellin's Food Company. Contracts are being placed from month to month in leading magazines and women's publications.

This agency is also handling the account of Dr. Earl S. Sloan, manufacturer of Sloan's Liniment. Contracts are going to newspapers generally covering a six-months' campaign.

Blumenstock Brothers, St. Louis, are inaugurating a national advertising campaign for the Corrugated Bar Company, of St. Louis, half-page ads being sent to standard magazines; also 200-line copy to farm papers.

The Wagner-Field Company, of New York, is renewing trade paper contracts for the Simms Magneto Company which has just started in operation its American factory at Bloomfield, N. J.

The Simms Company is also considering a limited list of standard weekly and monthly magazines for its first national campaign.

Alamo Leather & Novelty Company, San Antonio, is placing seven-inch display ads in Sunday editions of Central Western papers through Bureau of Advertising, San Antonio.

P. B. Bromfield Advertising Agency is placing the advertising of Walter J. Drennan Company in a list of selected monthlies.

The Lotos Advertising Company, New York, is requesting rates on women's publications for mail-order house, advertising women's wearing apparel, copy to be sent out shortly.

The McJunkin Advertising Agency, of Chicago, is placing some advertising for the Planter's Hotel, of Chicago, on an exchange basis.

The Herbert H. Morris Advertising Agency has secured the entire appropriation of the Miami Cycle & Manufacturing Company, Middleton, O., and will launch campaigns for the Racycle and "The Flying Merkel" Motorcycle.

The Carter White Lead Company's orders are going out from Wm. A. Stiles Advertising Agency to a large list of standard magazines and women's publications.

The James E. Pepper Distilling Company is sending orders from their Chicago office direct to daily papers in the West and South.

George H. Mead Agency's orders for the Alfred Decker & Cohen advertising are going out to a list of daily papers.

The Bezark Millinery Company, Chicago, is placing forty-five-line copy through Blumenstock Brothers, Chicago, in magazines and mail-order journals.

The Mahin Advertising Company's orders for Susana Crocroft are going out to a list of women's publications and standard magazines.

Beechams Pills are now making renewals through the Morse Agency, New York.

B. Altman, New York, is placing eighty lines, three times, through Hull & Co., New York.

The L. L. Brown Paper Company, Adams, Mass., has given an advertising appropriation to the Federal Advertising Agency to be spent in general publications.

Small, Maynard & Co., publishers, Boston, are using metropolitan dailies to exploit their fall list of books. The Wyckoff Advertising Company is placing the contracts.

The P. F. O'Keefe Agency, Boston, has been using a few New England papers on the advertising of Henry Siegel's Department Store.

The P. B. Keith Shoe Company, Brockton, Mass., is running a schedule for several months' advertising in daily newspapers in cities where it has local dealers. The account is handled by the F. P. Shumway Company, Boston. This agency is using a few national publications for the advertising of the Vermont Hosiery Company, Bennington, Vt.

Curtis & Cameron, Boston, are contracting for space in their usual list of general magazines. Copy runs in October, November and December exploiting the Copley prints. The orders go through Wood, Putnam & Wood. This agency is making plans for the fall advertising of the Walpole Rubber Company, manufacturers of the Fusible Core Hot Water Bottle in magazines and women's publications.

Blumenstock Brothers Advertising Agency, Chicago office, is placing sixty-line copy for Phillips Bros. & Weil, of Chicago, mail-order furniture, in a list of farm papers and mail-order mediums.

The Salem Press, Salem, Mass., is advertising some of their publications in a few high-grade general mediums. Orders are placed direct.

Large copy is being run in a few newspapers in the Central and Western states for White House Coffee—a product of the Dwinnell Wright Company, Boston. The business is handled by A. T. Bond and advertising is placed in cities where large quantities of the product is sold.

W. Baker & Co., Boston, are placing renewals, direct.

FARM PRESS DOWN ON FAKIRS

The Farm Press Association, at a meeting held in Chicago, September 18, voted to exclude all fake land, patent medicine, whiskey, and general misleading and exaggerated advertisements. "It has been awful," said F. J. Merriam, vice-president of the organization. "The average city resident, picking up a rural weekly, would think that the farmers were all suckers. It is an insult to the intelligence of our readers. I am glad that the papers represented in the Farm Press Association are to exclude these fake ads."

Table of Contents

PRINTERS' INK September 21, 1911

Getting Selling Quality into Advertising Illustrations.....	<i>W. L. Larned</i>	1
	Art Mgr., The Ethridge Company.	
 As the Retailer Sees It.....	<i>S. Roland Hall</i>	8
 How Shirt-waists Might Be Advertised.....	<i>J. George Frederick</i>	17
 The N. C. R. Advertising Methods.....	<i>E. D. Gibbs</i>	28
Former Advg. Director, National Cash Register Co.		
 How Advertising and Sales Departments Can Co-operate..	<i>George F. Eberhard</i>	30
Pres't and Sales Director, Geo. F. Eberhard Co.		
 Making the Most of Dealer Co-operation.....	<i>Edgar A. Russell</i>	34
Pres't, The Berkley System Co.		
 Showing Results in Municipal Advertising.....	<i>E. H. Mayfield</i>	40
Mgr., Chamber of Commerce, Lynchburg, Va.		
 How Dentyne Gum Won through Posters.....	<i>S. C. Lambert</i>	48
 "Our Best Outdoor Ad".....		56
 "Castoria's" Experience with Unfair Competition.....		68
 Can Outdoor "Hits" Be Made to Order?.....	<i>Lynn G. Wright</i>	72
 When in the Life of the Outdoor Ad Is It Most Effective?.....		78
 Rushing Posters to the Breach.....	<i>George B. Headley</i>	78
 Getting the Most out of Electric Signs.....	<i>L. D. Gibbs</i>	89
Supt. of Advg., Edison Electric Illuminating Co., Boston.		
 Progressive Spirit Shown at Novelty Manufacturers' Convention.....		96
 What Constitutes a "Hundred-Point Salesman"?.....	<i>Ernest T. Trigg</i>	99
Gen. Mgr., John Lucas & Co.		
 Significance of Selz Shoes' Opening Gun.....		100
 Editorials		104
Gingering Up the Public—Suiting Some, Offending Others—Making Ideas Work More—Newspaper Statistics.		
 Department Store Exploitation of Trade-marked Goods.....	<i>W. R. Hotchkiss</i>	108
Advg. Director, Gimbel Brothers.		
 Advertising Novelties and Specialties.....		112
 The Little Schoolmaster's Classroom.....		114
 Business Going Out.....		124

Aluminotypes

**The new and best method
for making printing plates**

ALUMINOTYPES are sharper, harder, print better and run longer than electrotypes. They will not rust nor corrode and lay ink like nickelotypes.

Aluminotype advertising plates are shipped to newspapers and dealers at about the same expense of forwarding mats or less than $\frac{1}{3}$ of the expense of shipping electros or stereos.

Book Publishers, Mail Order Houses, in fact publishers of any kind (even though you now make your own plates) can obtain shop-rights and make Aluminotypes at about $\frac{1}{2}$ the present cost.

**The Rapid Electrotype Co.
CINCINNATI**

The Globe
TORONTO

Reputable Advertising Agencies invariably put

The Globe

TORONTO

At the head of every list for a Canadian campaign.

Canada's National Newspaper

HAS maintained first place for two-thirds of a century. This could only have been the result of merit. The Globe's supremacy as a result-getter is more unquestioned to-day than at any time in its history.

U. S. REPRESENTATIVES:

NEW YORK—Verree & Conklin, Inc., Brunswick Building, Madison Square.

CHICAGO—Verree & Conklin, Inc., Steger Building, Jackson Boulevard and Wabash avenue.

SWORN AVERAGE CIRCULATION FOR EIGHT MONTHS
1911—63,095